

36TH ANNUAL CONVENTION & THE MEGA TRADE SHOW



Get your ticket to the hottest show in town... the 36th Annual Convention & The Mega Show – the premier event and trade show for members of the service station, automotive repair, convenience store, carwash, and tire industries.

**The
Mega
Show**

OCTOBER 1-3, 2009
Ocean City Convention Center
Ocean City, Maryland



**The
Mega
Show**

The Mega Show Headquarters
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

MEGA SHOW SCHEDULE & REGISTRATION FORM INSIDE

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**REDUCED
REGISTRATION RATES!**
*See inside for
details.*

Dear WMDA Member:

On behalf of the WMDA and SSDA-AT, we would like to extend to you a personal invitation to join us in Ocean City, Maryland, **for the 36th Annual Convention and Mega Show.**

You can help make this year's convention and trade show another big success. Check out the educational seminars! Come join us at the Breakfast Awards Ceremony! Enjoy great food and music at our beach bash Welcome Reception at Seacrets! Get out on the links for a round of golf at Rum Pointe golf course. Enjoy some good old-fashioned hospitality at the Hospitality Suites, and make sure to save room for the crabs, shrimp, and ribs at the Seafood Feast at Higgins Crab House North! There is something for everyone – from the young to the young at heart – we just need **YOU** to make it the best show ever.

We look forward to seeing you and your family in Ocean City!

Sincerely,

Larry Jackson
WMDA President

ANNUAL CONVENTION & THE MEGA SHOW

CONVENTION ACTIVITIES

THURSDAY, OCTOBER 1, 2009

Golf at the Beach Tournament at Rum Pointe Seaside Golf Links

9:00 a.m. – 2:00 p.m.

Join us at Rum Pointe Seaside Golf Links for a day of fun in the sun. Scramble format, 10:00 a.m. shotgun start. Continental breakfast, lunch, drink tickets and goodie prize included. The cost is \$160.00 per golfer.

Welcome Reception/Jamaican Beach Party at Seacrets

7:00 p.m. – 10:00 p.m.

Experience Ocean City's home of the true Jamaican Party at Seacrets! DJ, heavy hors d'oeuvres, open bar, games and prizes. Come dressed in your favorite beach attire. Tickets are available at \$45.00 per person.

FRIDAY, OCTOBER 2, 2009

Federal PAC Breakfast

8:00 a.m. – 9:00 a.m.

For small business in general, and our industry in particular, the need for political action rarely lessens – more frequently it becomes a necessity, driven by several motives, chief among them, survival and a basic need to get your voice heard above the fray. Please come support your PAC during this time of turmoil negotiating new supplier relationships and Congressional attacks on small business income. Please contact Paul Fiore at pfiore@wmda.net or at 301-390-0900, ext. 102, for additional information. Tickets are available at \$50.00 per person.

Legislative Workgroup*

9:00 a.m. – 11:00 a.m.

All attendees are encouraged to attend the industry's Legislative Workgroup. Started in 1994 by President James Jackson, the Workgroup meets twice a year to discuss legislative initiatives, trends, and issues.

With Mid-Atlantic Petroleum Dealers Association members, Maryland Highway Users Federation members and Service Station Dealers of America and Allied Trades representatives nationwide, this should be a lively and educational exchange of ideas as dealer leaders discuss what associations have attempted to push in state legislatures and what efforts have succeeded.

WMDA members will join representatives from AAA, the Maryland Farm Bureau, truckers, oil companies, jobbers, API, TIA and related transportation leaders. Hot topics include rising motor fuel rates, zone pricing, below cost selling, MTBE, maximum price setting, transfer of legal fees, divorcement, taxes, and safety and VEIP inspection programs.

Participants will look ahead to the 2010 issues to be considered in Delaware, Maryland, Washington D.C., and on Capitol Hill.

Attendees have a unique opportunity to have exposure to a tremendous amount of information in a relatively short period of time.

WMDA Board of Directors Meeting

11:00 a.m. – 11:30 a.m.

The monthly WMDA Board of Directors meeting will be held in conjunction with the annual Convention & The Mega Show. All Board of Directors meetings are open to the general membership.

For a member who has never attended a Board meeting, it is an enlightening experience. The Board will consider legislative issues in Washington, Dover, Annapolis, and on Capitol Hill; zoning issues; marketing trends; membership proposals; training programs; legal concerns; PAC efforts; membership recruitment; and regulatory issues.

FRIDAY, OCTOBER 2, 2009 (continued)

WMDA General Membership Meeting

11:30 a.m. – 12:15 p.m.

WMDA President Larry Jackson will deliver the annual "State of the Association" Address at the annual General Membership Meeting. President Jackson will review the 2009 legislative session, and will outline his goals and objectives.

Officer J.R. Rosenberger will also present the Treasurer's Report and WMDA Director of Membership, Mike Ingle, will present the Annual Membership Report. Several Association awards, including Membership Appreciation and Dealer Safety will be presented. Members will also be asked to consider proposed resolutions which dictate association policy.

All are welcome!

Grille on the Bay

12:00 p.m. – 1:00 p.m.

Lunch will be served in the area behind the convention center on the bay. The menu will include: House Salad Garnished with Garden Fresh Vegetables and choice of Dressing; Grilled London Broil served with a Red Wine Mushroom Demi Glace; Tarragon Breast of Chicken; Garlic and Chive Mashed Potatoes; Honey and Dill Glazed Carrots; Green Beans Almondine; Assorted Desserts; and Lemonade and Iced Tea. Tickets are available at \$30.00 per person.

Maximizing Profits*

1:00 p.m. – 2:00 p.m.

Presented by Barry Kamrad

President

Support Functions, Inc.

The one-hour workshop will cover basic strategies for improving short and long-term store profitability. You will explore simple strategies and their possible impact to the bottom line. Attendees will come out with a list of actions that can be implemented immediately for fast results.

Does Your Shop Have the Tools to Tackle TPMS?*

1:00 p.m. – 2:00 p.m.

Presented by Kevin Rohlwing

TIA Senior Vice President

of Education and Technical Services

If you're an owner or manager in the automotive repair business and work around or with tires, your shop must be prepared to correctly service the TPMS on every make and model. Before you go out and spend thousands of dollars on an electronic relearn tool, come see for yourself how each of the most popular tools operate. We'll conduct a hands-on demonstration so attendees will have a chance to see for themselves how the tools work.

We'll also show you how the new TPMS Relearn Chart can save your shop time and money. There will be a question and answer segment with a panel of shop owners that use this TPMS chart (the bible for TPMS) as a tool to finally make money on this service. Please remember – as of this year, vehicles with TPMS are now falling out of warranty and those consumers will be giving independent shops a chance – so be ready!

This seminar will give you the information you need to make the best decision for your company.

ANNUAL CONVENTION & THE MEGA SHOW

CONVENTION ACTIVITIES

FRIDAY, OCTOBER 2, 2009 *(continued)*

Murf's Turf Town Hall Meeting*

2:00 p.m. – 4:00 p.m.

The most successful dealers control their future by owning their locations. This town hall meeting is the place to do your homework – learn the dos and don'ts of buying a location. A panel of experts will discuss supply contracts (or lack thereof), whether to go branded or unbranded, property values, deed restrictions, environmental conditions, and other issues that determine value. The panel includes WMDA Attorney Harry Storm, John Sartory of Petroleum Capital and Real Estate, and David Resch of DANA Insurance & Risk Management.

Grand Opening of The Mega Show

4:00 p.m.

Ribbon cutting ceremony.

The Mega Show

4:00 p.m. – 7:30 p.m.

Hospitality Suites

Clarion Resort Fontainebleau Hotel

8:30 p.m. – 11:30 p.m.

Invited: Carroll Branded Fuels

Chevron Products Company

Citgo Petroleum Corp.

Crown Central LLC

ExxonMobil

Hess Oil Corp.

Motiva Enterprises, LLC

Ocean Petroleum

Petroleum Marketing Group

Repair Facilities

Sunoco, Inc.



CHILDREN'S AREA

Once again, we will have a Children's Area at the Mega Show. The Children's Area will feature video games, music, air hockey, a moon bounce, cartoon characters sponsored by Six Flags, snacks, and more. We hope this will make it easier for you to visit with your current vendors and suppliers, make new contacts, inquire about new products and services, and enjoy the trade show.

Children under the age of 18 must be accompanied by an adult on the trade show floor at all times if not in the Children's Area.

The Children's Area is co-sponsored by Six Flags Great America.

SATURDAY, OCTOBER 3, 2009

Awards Breakfast

7:45 a.m. – 10:00 a.m.

Guest Speaker: Michael Davis

Vice President, Member Services

*NACS The Association for Convenience & Petroleum Retailing
"State of the Convenience and Petroleum Retailing Industry" –
Issues We're Facing Today and Where Do We Go From Here?*

Harry T. Murphy Customer Service Contest Awards Presentations

Association Awards Presentations

Tickets are available at \$25.00 per person.

Latest Drivability Issues Facing Techs Today Seminar*

10:15 a.m. – 11:30 a.m.

Presented by Dre Solomon

MotorWatch

Join in this roundtable discussion concerning the latest driveability and emission related pattern failure problems. We encourage you to share your own personal experiences during this session. We will describe the top two dozen real world examples of these kinds of problems which have been identified by MotorWatch. We will also trot out the funniest and most peculiar vehicle pattern failures which have been recently gathered by the MotorWatch Technical Committee.

Maryland Department of Environment (MDE) on Underground Storage Tanks Seminar*

10:15 a.m. – 11:30 a.m.

Presented by Mike Frank

Oil Control Program

Maryland Department of the Environment

Mike will cover the basic areas of the MDE Compliance Outline and will discuss what MDE looks for in Significant Operational Compliance (SOC's Spill, Overfill, Corrosion Protection, Release Detection and Financial Responsibility). This seminar is a must for anyone with UST's.

The Mega Show

11:30 a.m. – 3:30 p.m.

Crab & Seafood Feast Higgins Crab House North

7:00 p.m. – 11:00 p.m.

Join us for an evening of good food and fun. Tickets are available at \$45.00 per person.

** Educational sessions are open to all members at no cost.*

HOTEL INFORMATION

Clarion Resort Fontainebleau Hotel

10100 Coastal Highway
Ocean City, MD 21842

WMDA Member Rates (Single/Double):

Double/Double	\$137.00	1 Bedroom Condo	\$155.00
Executive King	\$157.00	2 Bedroom Condo	\$180.00
Studio King	\$167.00	3 Bedroom Condo	\$295.00
Cabana	\$187.00		

All rates per night plus tax.

Make reservations by calling 800-638-2100 or online at www.clarionoc.com. The cut-off date is September 13, 2009.

Mention WMDA/The Mega Show to receive convention room rate.

WMDA CONVENTION & THE MEGA SHOW REGISTRATION FORM

October 1-3, 2009

Ocean City Convention Center • Ocean City, Maryland



WEEKEND REGISTRATION RATE*

Includes Meal Functions, The Mega Show, All Educational Seminars, Association Events and Hospitality Suites

Fee/Per Person:

- ~~\$225.00~~/Member – **\$189.00**
- ~~\$175.00~~/Spouse/Guest/Employee – **\$145.00**
- ~~\$115.00~~/Children (14 & under) – **\$95.00**

Welcome Reception at Seacrets Restaurant
Continental Breakfast – Friday & Saturday
Legislative Workgroup
Board of Directors Meeting
Membership Meeting
Grille on the Bay
Educational Seminars – Friday & Saturday
Murf's Turf Town Hall Meeting
The Mega Show
Hospitality Suites at Clarion Resort Fontainebleau Hotel
Awards Breakfast
Crab/Seafood Feast at Higgins Crab House North

SATURDAY REGISTRATION RATE*

Fee/Per Person:

- ~~\$125.00~~/Member – **\$99.00**
- ~~\$95.00~~/Spouse/Guest/Employee – **\$75.00**
- ~~\$75.00~~/Children (14 & under) – **\$50.00**

Continental Breakfast
Educational Seminars
The Mega Show
Awards Breakfast
Crab/Seafood Feast at Higgins Crab House North

REGISTRATION FEES*

Member

_____ x \$ _____ = \$ _____

Spouse/Guest/Employee

_____ x \$ _____ = \$ _____

Children (14 & under)

_____ x \$ _____ = \$ _____

Total Registration Fees \$ _____

INDIVIDUAL TICKETS*

Golf Tournament† (before September 10)
_____ x \$160.00 = \$ _____

Welcome Reception at Seacrets Restaurant
_____ x \$45.00 = \$ _____

Continental Breakfast – Friday
_____ x \$15.00 = \$ _____

Legislative Workgroup
_____ x **FREE** = \$ _____ N/C

Friday Seminar – Maximizing Profits
_____ x **FREE** = \$ _____ N/C

Friday Seminar – TPMS
_____ x **FREE** = \$ _____ N/C

Saturday Seminar – Latest Drivability Issues
_____ x **FREE** = \$ _____ N/C

Saturday Seminar – MDE on UST's
_____ x **FREE** = \$ _____ N/C

Grille on the Bay
_____ x \$30.00 = \$ _____

The Mega Show
_____ x \$10.00 = \$ _____

Murf's Turf Town Hall Meeting
_____ x **FREE** = \$ _____ N/C

Hospitality Suites at Clarion Resort Fontainebleau Hotel
_____ x \$15.00 = \$ _____

Continental Breakfast - Saturday
_____ x \$15.00 = \$ _____

Awards Breakfast
_____ x \$25.00 = \$ _____

Crab/Seafood Feast at Higgins Crab House North
_____ x \$45.00 = \$ _____

Total Individual Tickets \$ _____

*Non-Member Rates are 50% higher.

†Golf Tournament is NOT included in Registration Packages.

FRIDAY REGISTRATION RATE*

Fee/Per Person:

- ~~\$99.00~~/Member – **\$75.00**
- ~~\$69.00~~/Spouse/Guest/Employee – **\$50.00**
- ~~\$49.00~~/Children (14 & under) – **\$25.00**

Continental Breakfast
Legislative Workgroup
Board of Directors Meeting
Membership Meeting
Grille on the Bay
Educational Seminars
Murf's Turf Town Hall Meeting
The Mega Show
Hospitality Suites at Clarion Resort Fontainebleau Hotel

Please return completed form
and payment to:

WMDA
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

or fax to: 301-390-3161

For additional information,
please call 301-390-0900
or visit www.wmda.net

ATTENDEE INFORMATION (PLEASE PRINT OR TYPE)

Attendee Name: _____

Spouse/Guest/Employee Name: _____

Child/Children Name(s) 14 & under: _____

Please List Golf Partners: _____

Business: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

PAYMENT INFORMATION

Check Enclosed (Payable to WMDA) Bill my credit card: Visa MasterCard American Express Exp. Date: _____

Zip Code of Billing Address for Charge Card: _____

Registration Total: \$ _____ Account # _____ CVV Code: _____

Individual Ticket Total: \$ _____ Account Name (print) _____

Total Balance Due: \$ _____ Signature _____