

Register Now &
SAVE \$300

WINNING Fuel Buying Strategies

PROVEN TACTICS, TIPS AND TOOLS THAT BOOST PROFITS

NOVEMBER 18-20, 2009 • MILLENNIUM KNICKERBOCKER HOTEL • CHICAGO, IL

*Fuel experts are predicting more volatility.
Benchmarks and fuel buying formulas are changing.
Negotiating supply contracts is becoming more challenging.*

Day 1

Wednesday, November 18, 2009

8:30 – 9:00 a.m.

Registration/Continental Breakfast

9:00 – 9:45 a.m.

Introduction/Opening Remarks

9:45 – 10:45 a.m.

The Fuel Chain – How Does Fuel Get to the Rack?

10:45 – 11:00 a.m.

Refreshment Break

11:00 a.m. – 12:00 p.m.

The NYMEX – What You Need to Know and Understand

12:00 – 1:15 p.m.

Networking Luncheon

1:15 – 2:00 p.m.

Spot Markets – What They Are, How They Move, and What They Mean to Your Business

2:00 – 2:45 p.m. Rack Price Discovery

– Understanding the Basics of Racks

2:45 – 3:30 p.m.

Retail Markets – Understanding the Complex Final Link in the Fuel Chain

3:30 p.m. Q&A/Adjourn

Day 2

Thursday, November 19, 2009

9:00 – 9:30 a.m.

Continental Breakfast

9:30 – 10:00 a.m.

Review of Yesterday's Lesson/What You'll Learn Today

Basic Buying Concepts Workshop: Creating and Implementing a Successful Fuel Buying Plan

10:00 – 10:45 a.m.

Part One: Choosing a Supplier

10:45 – 11:30 a.m.

Part Two: Understanding and Choosing A Rack Benchmark

11:30 – 11:45 a.m.

Refreshment Break

11:45 a.m. – 12:30 p.m.

Part Three: Understanding Spot Benchmarks

12:30 – 1:45 p.m.

Networking Luncheon

1:45 – 2:30 p.m.

Part Four: A Fuel Buying Scorecard

2:30 – 3:30 p.m.

Rack Supply Contracts – What You Need to Know

3:30 p.m.

Cocktails with the Instructor

Day 3

Friday, November 20, 2009

8:00 – 9:00 a.m.

Bonus Breakfast Session: Using Technology to Buy Faster and Cheaper (sponsored by Axxis Software)

9:00 – 9:45 a.m.

The State of the Oil Industry: What to Expect and How it Affects You

9:45 – 10:00 a.m. Refreshment Break

Advanced Buying Workshop – We've mastered the basics, now let's move on to some more complex (but still easy to understand) buying concepts.

10:00 – 10:30 a.m.

Part One: Understanding Alternative Fuel Pricing

10:30 a.m. – 12:00 p.m.

Part Two: A Simple Explanation of Hedging

12:00 p.m. Conference Adjourns

A fundamental course designed for anyone who purchases physical fuel.

Meet Your Instructor



Scott Berhang

Director of Education & Corporate Training, OPIS

An 8-time course instructor, Scott is an oil industry veteran with more than 28 years of experience covering spot markets, wholesale gasoline

and diesel fuel markets, as well as industry news. Scott developed the OPIS West Coast Spot market report, whose spot prices have been the industry benchmark for nearly 20 years. Scott also travels around the country teaching fuel buyers the latest strategies on how to purchase rack and spot bbls.

WINNING Fuel Buying Strategies

BONUS:

All **Winning Fuel Buying Strategies** attendees receive a **FREE 2-week trial to the OPIS Spot Ticker** and a copy of the **2009 OPIS Fuel Regs & Specs Guide** (a total value of over \$300!).

"This course is a must for anyone new to the industry and informative to the experienced."

– Deborah Briggs, Marketing Strategist, Tesoro

Who Should Attend

| | |
|--------------------|-------------------------|
| C-Store Owners | Government Officials |
| Fuel Managers | Procurement Specialists |
| Marketers | Service Station Owners |
| Refiners/Suppliers | Terminal Owners |
| Fleet Managers | Hypermarketers |
| Jobbers | Distributors |
| Analysts | Truckstop Marketers |
| Ethanol Blenders | Bulk Fuel End Users |

Why You Need to Attend

In today's dynamic fuel purchasing landscape, **OPIS' Winning Fuel Buying Strategies** will provide you with the knowledge to master the basics of fuel buying. This 3-day program will help you discover how to buy smarter, negotiate better, control costs, increase profits and grow your business.

WINNING Fuel Buying Strategies

REGISTRATION FORM

YES! Sign me up for **OPIS' Winning Fuel Buying Strategies** course. I understand that my registration fee includes all sessions, lunches, evening cocktails with the instructors and seminar materials. I'll save \$300 before July 31st.

| Name | Title | Email |
|------|-------|-------|
| | | |
| | | |
| | | |

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

5 Easy Ways to Register

- ONLINE:** www.opisnet.com/wfbs
- CALL:** 866.620.5940
- MAIL:** OPIS Conferences – C1180
9737 Washingtonian Blvd, Suite 100
Gaithersburg, MD 20878-7634
- EMAIL:** registrar@opisnet.com
- FAX:** 301.527.1316

REGISTRATION & PAYMENT OPTIONS

| Register By | 7/31/09 | 9/18/09 | 10/16/09 | 11/18/09 |
|----------------|----------|----------|----------|----------|
| Regular Fee | \$1,995 | \$1,995 | \$1,995 | \$1,995 |
| SAVINGS | \$300 | \$200 | \$100 | \$0 |
| You Pay | \$1,695 | \$1,795 | \$1,895 | \$1,995 |
| # of Attendees | X _____ | X _____ | X _____ | X _____ |
| Total | \$ _____ | \$ _____ | \$ _____ | \$ _____ |

- CHECK ENCLOSED made payable to OPIS-C1180 (TIN#26-3622417)
- CHARGE MY CREDIT CARD:
- VISA MasterCard
- AmEx Discover
- Card #: _____
- Exp. Date: _____
- Signature: _____
- BILL MY ORGANIZATION (Initial here _____)
(Payment is required before seminar)

CANCELLATIONS AND SUBSTITUTIONS: If you are unable to attend, you are welcome to send a substitute. Otherwise, you can cancel in writing by November 4, 2009 to get a full refund. After that time, there is a \$450 cancellation fee, provided we receive written cancellation before the seminar. Registrants who do not cancel and do not attend are liable for the full fee.

C1180

Stay on the cutting edge in this volatile fuel marketplace!