

Proudly Presents

2012 HEDGING WORKSHOP

**(3) Presentations from Leading
Industry Professionals**



February 28, 2012

8:30 a.m.—3:30 p.m.
Morrell Meeting Room
Curtis Memorial Library, Brunswick

&

February 29, 2012

8:30 a.m.—3:30 p.m.
Lancaster Room
Hollywood Slots, Bangor

8:30am—10:30am

STOP THE REVOLVING DOOR—*Hedging & Marketing to Curb Customer Attrition*

Mark Bloom, Danny Silverman, Bob Levins—Angus Energy

This seminar will explore better ways to diagnose the segments of your business that may be causing the revolving door. More important, the seminar will help you develop BARRIERS TO EXIT that will assure you smaller customer loss rates and more loyal customers, securing a more healthy and successful future for your company.

10:30am—12:30pm

HEDGING WHOLESALE—*A Supplier Looks At Hedging*

Dave Daoust, Taylor Hudson - Sprague Energy

This seminar will provide an introduction into Sprague's new online sales platform (Sprague Real-Time), discuss new tools, less risk and how Sprague's toolset allows you to hedge faster, easier, and more profitably. Focus will also be given to a wholesalers view of forward sales and the current market outlook.

(LUNCH BREAK)

1:15pm—3:15pm

CHANGES IN HEDGING STRATEGIES

Rich Larkin, Adam Kovacs - Hedge Solutions

This presentation will focus on 3 changes to how heating oil dealers implement their hedging strategies. The evolution of program hedging, short term hedging for rack to retail gallons, and hedging for basis risk and modified wet barrel deals will be discussed in detail.

2012 HEDGING WORKSHOP



SEMINAR REGISTRATION FORM

Company Name: _____

Company Contact: _____

Address: _____ City _____ Zip _____

Phone: _____ Email: _____

FEBRUARY 28, 2012

8:30AM—3:30PM

Morrell Meeting Room

Curtis Memorial Library

23 Pleasant Street, Brunswick ME

(Parking in Rear or in Hannaford Parking Lot)

FEBRUARY 29, 2012

8:30AM—3:30PM

Lancaster Room

Hollywood Slots Hotel & Raceway

500 Main Street, Bangor ME

MEMBER RATE: \$149.00 pp - NON-MEMBER RATE: \$249.00pp

Attendee Names:

Brunswick OR Bangor?

Payment Method: Grand Total \$ _____

Check Enclosed

Credit Card (MasterCard, Visa) Credit Card # _____

Send Invoice

Expiration Date _____

Name on Card _____

Cancellation Policy:

*Requests for refunds made within (3) business days of the first day of the seminar **WILL NOT BE HONORED**.*

PLEASE REMIT PAYMENT TO:

**Maine Energy Marketers Association
25 Greenwood Road, Brunswick, ME 04011
Phone: (207) 729-5298 Fax: (207) 721-9227**