



# PROPANE EXCHANGE

June 2012 \* West Virginia Propane Gas Association

Follow Us On  & 

*Thanks to Thompson Gas for advertising in this issue.*

## In This Issue

*It's Time to Change How You Do Business*

*WVPGA Participates in Propane Days*

*Wednesday Wake Up with Joe*

*Five Marketing Ideas for Building Your Business*

*Take Advantage of These Opportunities for Safety & Market Share Growth*

## DATES TO REMEMBER

June 18-19, 2012	Summer Mtg and Bobtail Rodeo Stonewall Resort Roanoke, WV
Sept 24-25, 2012	Joint WVPGA-VAPGA Mtg Glade Springs Resort Daniels, WV



### Want to Be in Business and Not Have to Worry About the Weather to Make Money?

#### IT'S TIME TO CHANGE HOW YOU DO BUSINESS

**Last Winter Sucked.** Let's face it. Last winter was way too warm and not a lot of money was made. The fact of the matter is that if propane marketers continue to base the profitability of their business on the length and amount of cold weather, they are using an outdated business model.

**Summer Meeting Has Solutions.** Recognizing this challenge and need to change, WVPGA is providing one of several solutions at the Summer Membership Meeting taking place on June 18-19, 2012 at Stonewall Resort, Roanoke (Weston), WV.

**Build Year Round Gallons.** Explaining how marketers can get away from selling cold weather-based gallons will be Mike Taylor, Director of Auto-gas Business Development for the Propane Education & Research Council. Participants will learn practical tips and techniques to get started promptly in this growing propane sector right here in West Virginia.



**Best Driver in the State Will Be Selected.** The very popular Bobtail Rodeo also will be held at this meeting. There is no charge for the drivers to participate. A special seminar is being provided for drivers along with the presentation about "Preventing Bobtail Rollovers." Besides the driving obstacle course, inspectors from the Federal Motor Carrier Safety Administration's Charleston's office will be on hand to review pre-trip procedures.

**Registration is Still Open.** There is still time to register for this timely and profitable program. Go to [www.wvpropanegas.org](http://www.wvpropanegas.org) to get the complete schedule and to register online.

## Wednesday Wake-Up with Joe

One of our visits during Propane Days was with Senator Joe Manchin.

Staff asked WVPGA representatives to share with everyone that they have an opportunity to meet with Senator Manchin in person when visiting Washington, DC.

Every Wednesday when the US Senate is in session, Senator Manchin hosts "Wednesday Wake-Up with Joe." This is a chance for West Virginians to talk with the Senator.

If you plan on visiting Washington, DC over a Wednesday, check <http://manchin.senate.gov> to find out when the next constituent coffee event occurs.

**West Virginia Propane Gas Association**  
**107 S. West Street, #825**  
**Alexandria, VA 22314**  
**Telephone: 703-530-9772**  
**Fax: 703-530-9653**  
**wvpga@aol.com**  
**www.wvpropanegas.org**  
**Facebook: wvpropane**  
**Twitter: wvpga**



## WVPGA Participates in Propane Days

On June 5-6, 2012, several hundred propane industry representatives from around the country came to Washington, DC for Propane Days, the annual legislative event sponsored by the National Propane Gas Association.

**Representing West Virginia** at this 2 day event were Dean Haldeman, State Director and Tom Osina, Executive Director. As in the past, they successfully met with representatives of the state's 3 congressional offices and 2 senatorial offices including a face to face meeting with Congressman Nick J. Rahall, II (D-3).

This year, the issues which the industry promoted are:

- **Propane Gas Act of 2011.** (H.R. 2014/S. 1120). This bill, introduced in both houses, seeks to extend for 5 years the federal alternative fuel tax credits for propane used as a motor fuel, vehicles burning propane autogas and for propane autogas refueling infrastructure.
- **Permanent Estate Tax Relief.** A number of estate tax relief bills have been introduced, but NPGA is seeking to extend or make permanent the 2011/12 structure of a \$5M per-spouse exemption with a 35% tax rate for larger estates.
- **Proper Oversight of Propane Pipelines.** With all the recent court filings, NPGA is concerned about the "light handed regulation" currently exercised by FERC (WVPGA joined the most recent filing objection). Legislators were urged to write a letter to FERC asking for more oversight.
- **Energy R & D Propane Parity.** Despite the fact that the Department of Energy issues a variety of research and development grants each year, propane has been excluded from critical funding programs that would further its ability to protect the environment and provide energy security. Federal legislators were asked to write to Energy Secretary Chu requesting a level playing field when it comes to alternative fuel research grants.

West Virginia is becoming a leader in the production of propane because of the Marcellus Shale fracking. This is helping WVPGA representatives raise propane awareness with our representatives in Washington, DC.



Take Advantage of  
These Opportunities  
for Safety & Market  
Share Growth

## Five Marketing Ideas for Building Your Business

Summer is a good time for marketers to update their approach and plan the second half of their year. The Mid-Atlantic Propane Gas Association recently released a list of five ways that propane marketers can refresh their interaction with customers and build their business.

- Tweak your image. Are you using graphics from 1998? Consider a new image, logo, or tagline.
- Teach investment. Help your customers understand how investing in new propane innovations and equipment can help their bottom line.
- Go to your customers. Emails and social media are fine, but an in-person meeting is better.
- Listen. How do customers want to learn about propane products and services? What products and services do they need? Pay attention, and then deliver.
- Focus. There's a lot going on in the propane industry. Choose a few new products or services and become the best in delivering them.

And don't forget it pays to become active in your state propane gas association. Those companies who attend meetings, training sessions and volunteer to help out are actually prospering in these tight economic times.

Contact the WVPGA Office to get involved.

## Training Reduces Static Electricity Hazards

The Propane Education & Research Council's **Static Electricity in the Propane Industry** safety program is designed to train propane marketers on how to reduce the likelihood of incidents involving static electricity.

The program's booklet and DVD provide a practical approach to static electricity, including its causes and sources, common threats that may be present at propane handling facilities, and strategies to reduce the risk of unwanted ignition.



A booklet may be downloaded at Static Electricity on PERC's propane safety website: (<http://www.propanesafety.com/workforce-training-programs/additional-workforce-training/static-electricity/>).

## RV Safety Pamphlet Ready for Summer Drivers

Stay ahead of the curve and get safety information on propane and recreational vehicles to your customers as they prepare to hit the road this summer.

The Propane Education & Research Council has developed the **Propane and Your Recreational Vehicle** pamphlet that has been endorsed by insurance companies, RV manufacturers and associations, as well as campground operators.



The pamphlet provides guidance on what to do before getting on the road, operating appliances, campground dos and don'ts, must-know considerations when renting or borrowing RVs, checking for carbon monoxide, climate-

specific issues, and how to handle emergencies.

The pamphlet can be ordered through the WVPGA office. Ask for item #008600 which is \$7 for 25/pk.



**Ralph Rooney**  
Suburban Gas Inc.  
Past NPGA President

"We were confident that ThompsonGas would be able to provide a level of service and attention to detail commensurate with ours, and at the same time because of their size and corporate culture, would provide our employees and customers the security of a promising future, stability of supply, a broad mix of propane equipment, and a "down home" place to work and do business ... It provided us tremendous peace of mind."

**THOMPSON**  
**GAS**

**TODAY IS A GREAT DAY TO  
CONTINUE YOUR HERITAGE.**

We're family, and since 1946, we have understood the importance of great customers and great employees. When the time is right to consider selling your business, you owe it to yourself, your customers, and your employees to call for a confidential meeting.

**J. Randall Thompson**  
President &  
Chief Executive Officer  
301-432-3880  
rthomp1@thompsongas.com

**G. Jeffrey Kerns**  
Executive Vice President &  
Chief Financial Officer  
301-432-3882  
jeff@thompsongas.com

[WWW.THOMPSONGAS.COM](http://WWW.THOMPSONGAS.COM)

**THOMPSON**  
**GAS**