



### Gene Inglesby Appointed to PMOCO Management Committee



At the regularly scheduled meeting of the PMAA Executive Committee on Thursday, April 21, 2016, Gene Inglesby was nominated and unanimously elected to serve on the Petroleum Marketers Oil Company, LLC (PMOCO) Management Committee. Inglesby has been appointed to serve the three-year term effective immediately. Inglesby is the CEO of the Western Petroleum Marketers Association (WPMA), a seven-state trade organization for petroleum marketers and retailers located in Taylorsville, Utah.

As the head of the WPMA, Inglesby is responsible for the overall administration of the association and the operation of the headquarters and all field activities, including the annual WPMAEXPO held in Las Vegas. He also oversees antitrust policy compliance;

coordinates relations with each WPMA state association and its board of directors; and represents the association at many federal and state legislative and regulatory hearings and meetings, as well as WPMA state and other association conventions and meetings.

Inglesby started in the petroleum industry at an early age, working with his father, who owned a chain of gas stations under the name “Bonus Utah.” While employed in the family business, he learned diverse skills—everything from repairing and calibrating gas pumps to accounting for a petroleum distribution company. Those skills helped prepare him for the next phase of his career.

A graduate of Utah State University, Inglesby earned a degree in finance and minored in economics. After graduation, he worked locally for several companies before he joined WPMA in 1995, first serving as the regulatory affairs director. He subsequently was selected for the position of deputy director and then assistant executive director. In 2005, he was chosen to serve as executive director, a title that was recently changed to CEO to reflect his duties more fully.

The WPMA is a unique trade association that represents state associations in Hawaii, Idaho, Montana, Nevada, New Mexico, Utah, and Washington. While each of these state associations is an independent organization with its own board of directors, WPMA serves them as a management company, assisting with their financial operations and other administrative tasks, such as mailings and online registration for their state conventions. Moreover, in its capacity of host for the highly

successful WPMAEXPO each February in Las Vegas, WPMA brings together the seven state associations and other western marketers for networking and educational opportunities. This outstanding trade show also brings the latest goods and services to the marketers for their review.

In his capacity of leadership with WPMA, Inglesby is in an excellent position to understand the challenges facing marketers in general. As with most regions, western marketers’ most formidable challenge these days is the wildly fluctuating price of crude oil. However, Inglesby sees other obstacles as well, such as the increase in government regulation and the growing number of consolidations and buyouts of smaller petroleum marketing businesses by larger ones.

His service on the PMOCO management company is an opportunity for him to bring his experience and unique perspective to help achieve the goals and needs of the company. “I believe the importance of working with the PMOCO management committee is that the Spirit® brand gives our marketers an alternative,” Inglesby said. “And a clean, new image helps keep them competitive in the marketplace.”

“I think there is great growth potential with the Spirit® brand,” he commented, “and I feel privileged to have been asked to help with this task.”

Inglesby and his wife Michelle have been married for 30 years and have one daughter, Danielle. The family resides in Bluffdale, Utah, 25 miles south of Salt Lake City.

### State Executive Profile

#### Ronna Alexander — Montana Petroleum Marketers and Convenience Store Association



After nearly 30 years as the executive director of the Montana Petroleum Marketers and Convenience Store Association (MPMCSA), Ronna Alexander is planning to retire at the end of 2016. A Montana native, Alexander grew up in the Flathead Valley and graduated from Montana State University with a degree in speech communications. Her first career was in the sales and management side of

radio and television, but she started her own advertising and press business, Cornerstone Communications, in the early 1980s.

Then in 1987, she was encouraged to think about taking the executive director position for MPMCSA. The association board members realized they needed to be more engaged with the legislative process, as they had missed some important legislation in previous years, so they looked to Alexander to provide that engagement. The position also required her to be active in membership recruitment.

“It sounded very interesting, and so I gave it a go,” Alexander recalled. “I will never forget driving to all corners of the state [of Montana] signing up members – it was a blast.”

A large part of her new position was to help work on legislation that was favorable to

petroleum marketers. “We began work on the legislation that would create the ‘Petroleum Tank Release Compensation Fund’ – brought about, of course, by the newly promulgated underground storage tank rules,” she explained. “Talk about ‘baptism by fire’! I cut my lobbying teeth on the bill that created the Montana Fund in 1989.”

That success led to additional governmental affairs work, which soon became her primary focus as executive director, so her business model changed to reflect that. Rather than handling advertising and press work, she embraced the political communications aspects of her position.

“I loved the political scene and challenge of the legislative process, and so it evolved from there,” she commented. “I knew nothing about *continued on back*



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association management or lobbying, but I do think my background in media and sales helped with the communication skills that are essential for the position. Of course, lobbying will always play an important part in the work the associations do. There has to be a balance in the regulatory process that prevents business from being stifled. Petroleum distribution is the backbone of this country, so we have to be sure to protect this industry.”

Of her time with MPMCSA, she says she has had too many memorable experiences to count. “One that stands out is the first time I attended a PMAA Execs Conference, which was in 1988,” she recalled. “The meeting was in Quebec City, Quebec, and was the first time I was to meet any of my counterparts from around the country. It takes a long time to get to Quebec from Montana — our flight had three stops,

as I recall — and I believe it was 2:00 in the morning when I finally got to the hotel. At any rate, my eyes were pretty wide the entire time.”

She also recalls meeting some pretty amazing people throughout her career with MPMCSA, including Margaret Thatcher, George H. W. Bush, and Condoleezza Rice, all of whom she met at the regional Western Petroleum Marketers Association annual convention. But some of her fondest memories are of her association colleagues. “One of the best parts of this job has been the relationships with my counterparts,” she explained recently. “They are amazing and wonderful people, and I will miss them greatly.”

Alexander has been an integral part of the association over the years and has had a role in many achievements. Of her many contributions, she is most proud of helping to build and maintain a strong association. “Legislative

accomplishments are a part of that but it’s also keeping people engaged,” she commented. “We have always had strong, capable leaders in Montana with an outstanding board forging the way. That is also something I will miss — working with our Board of Directors.”

The process is under way to find a new Executive Director, and Alexander will work with her successor through the end of the year to help prepare that person for the next legislative session. Then she plans to take a few months to recharge and research her next career — perhaps as the proprietor of a wine bar in a small Montana town — while she continues to build her business as a stylist with CAbi, a line of women’s fashion.

“My time with the MPMCSA has been a life changing, constant learning process,” she concluded, “and I know it’s made me a better person.”

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## Vendor Spotlight: Affinity Apparel

### Affinity Apparel Outfits Spirit Petroleum Licensees

Affinity logo Since 2008, Dayton, Ohio-based Affinity Apparel has worked with Spirit® licensees as Spirit® Petroleum’s preferred provider for brand-imaged apparel. In business for over 70 years as Lion Uniform and more recently GKdirect, the company rebranded in 2015 to Affinity Apparel as a result of new ownership.

“We have enjoyed interacting with Spirit® licensees over the years at various industry events and tradeshow,” commented Gregg Gaspar, Sr. Account Manager for Affinity Apparel. “Our dedicated team at Affinity looks forward to continuing to service your uniform program needs for many more years to come.”

As a special thank you to Spirit® licensees for their partnership over the years, Affinity Apparel is offering free ground shipping on all orders placed through June 30th, 2016.

Registered customers with a login ID and password can shop the new Spirit uniform

store online at [www.affinityapparel.com/login](http://www.affinityapparel.com/login). If you have not yet registered for the new site, you can do so online at [www.affinityapparel.com/register/spiritoil](http://www.affinityapparel.com/register/spiritoil). You will need an email address and the company password SPspirit1114 to complete the registration process.

For assistance with the online registration process or to place an order by phone, contact the Affinity Apparel Customer Call Center at 800-543-9698. They can also be reached by email at [contactus@affinityapparel.com](mailto:contactus@affinityapparel.com).