

PENNSYLVANIA PETROLEUM MARKETERS & CONVENIENCE STORE ASSOCIATION

P.O. Box 68
Highspire, PA 17034-0068

Please enroll the following in your **UNDERSTANDING HEDGING - KNOWING YOUR OPTIONS SEMINAR, March 25:**

NAME (Please PRINT Clearly or TYPE in FULL)

COMPANY _____

If subsidiary or branch of member, print parent company below:

MAILING ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE (____) _____ **FAX** (____) _____

AUTHORIZED BY _____ **TITLE** _____

Authorized E-Mail _____ Check Enclosed for \$ _____

Charge my: MasterCard Visa Discover Account Number _____ Expiration Date _____

Cardholder's Name (Please Print) _____ Signature _____

Detach here and mail today!

**NO REGISTRATION WILL BE ACCEPTED
UNLESS ACCOMPANIED BY PAYMENT IN FULL**

**REGISTRATION FEE
\$125.00 Per Person**
**CONFIRMATION WILL BE SENT THREE
WEEKS PRIOR TO THE PROGRAM.**
Seminar will start promptly on time.
**Please allow ample time for road
conditions**

OUR INSTRUCTOR: Richard Larkin is a proven veteran with over 29 years in the heating oil industry. He is the President and CEO of Hedge Solutions which he founded in 1993; Managing Partner of Northland Energy and co-founded of Hedge Insite, a proprietary software application on hedging that currently serves the heating oil and propane industry, and a contributing editor for *Oilheating* magazine. The company has held steadfast to Rich's philosophy since its inception: *"If you educate your clients, give them the independent advice that they can't get anywhere else, stick with proven hedging principles and maintain your independence and transparency, then they will be your client indefinitely."*

THE UNDERSTANDING HEDGING - KNOWING YOUR OPTIONS SEMINAR WILL COVER:

Showing you how to buy oil better than you ever have before

- There is more than one way to skin a cat
- What are the three biggest mistakes made in a hedge program?
- What is the "over and under" risk and how do I hedge it?
- Basis: the hidden ingredient to premium savings!
- Hedging Software
- Buying oil in today's market
- Special segment

PAYMENT POLICY: Payment can be made by check or credit card. Visa, MasterCard or Discover information may be faxed to PPMCSA at (717) 902-0290.

CANCELLATION POLICY: Cancellations will be accepted up to 3 days prior to the program date. No refund will be made unless the cancellation is **received more than 3 days prior to the scheduled program.**

OVERNIGHT ACCOMMODATIONS: Lodging, transportation and meals (other than lunch) are the responsibility of the student.



Education Program

2010

COURSE DATE

MARCH 25

9:00 a.m - 4:00 p.m.



LOCATION

**HERSHEY
LODGE and
CONVENTION
CENTER**
325 University
Drive
Hershey, PA
(717) 533-3311

Understanding Hedging: KNOWING YOUR OPTIONS *by Hedge Solutions*

This one-day interactive seminar is divided into 3 segments that will provide you with a full bucket of tools and knowledge that will:

1. Teach you how to manage a successful hedge program free of costly mistakes
2. Show you how to buy oil better than you ever have before
3. Show you how to find and operate the online software tools that will help you with numbers 1 and 2

There is more than one way to skin a cat:

What exactly are my options and how do I know which works best for me?

What are the three biggest mistakes made in a hedge program?

Lack of planning; Lack of diversity; and Lack of discipline

What is the “over and under” risk and how do I hedge it?

Every cap and fixed price program has this inherent risk. Learn how to avoid it.

Basis: the hidden ingredient to premium savings!

You hear this term used all the time. But do you really understand it? Learn how to manage basis and why it can cut your premium costs up to 30%.

Hedging Software: What are these online tools and how can they help me?

Learn about the latest software that is available online. These SAAS (software as a service) applications and online hedging and purchasing tools are interactive with great visual aids that simulate buying and hedging strategies. They're easy to use and allow you to plan a forward hedging program; stress the results in a forward P&L; and provide the accounting you need to successfully manage both your hedges and rack to retail margins.

Buying oil in today's market: It's not just a rack business anymore.

- Because it's a commodity there's more, not less, opportunity today to expand your profit margins.
- Why your supplier relationships are more important today than they were 10 years ago.
- Supply contracts: They're back! How to determine if you should have one too!
- Three vital points of data that you need to track every day and how they will help you blow your margins out!!

Special segment:

The storage play: Why storage is more valuable today than ever!

SIGN UP NOW!!!

ENERGY FUTURES SEMINAR

UNDERSTANDING HEDGING - KNOWING YOUR OPTIONS