



Presented by Energy
Management Institute

Register Today!

See Registration Form Inside for Details

Fuel Supply Chain

February 28-29, 2012 • Norris Conference Center • Houston, TX

*Gain a thorough understanding
of all aspects of the fuel supply
chain and its impact on
downstream marketing and
cost accounting.*





Fuel Supply Chain

February 28-29, 2012 – Norris Conference Center – Houston, TX

Whether you are in management, a fuel coordinator, inventory clerk, marketing representative, buyer or seller in wholesale or in retail, this course will teach you everything you need to know about the fuel supply chain.

What You Will Learn

During this course, you will obtain a very comprehensive and analytic understanding of the fuel supply chain, which will allow you to further contribute to the continuing success of your organization.

Our instructor's experiences in all related petroleum areas will allow us to discuss the material in a fully integrated process, avoiding the possible smokestack approach to specific areas or concentration.

You will:

- Learn the ABC's of the fuel supply chain
- Become familiar with the basics and inter-relationships of the various petroleum markets
- Understand the cost basics differentiating market locations, quality differences and taxes
- Become familiar with how to evaluate fuel commodity equivalents
- Recognize potential to expand business model to include various classes of consumers
- Comprehend the basics of energy conservation and sustainability issues
- Identify the basic resources to obtain metric evaluations

Subjects covered include:

- Supply chain links
- Fuel pricing components
- Product transportation logistics
- Alternative energy sources
- Utilization of assets
- Conservation and sustainability issues
- Preferred fueling networks
- Expanding marketing opportunities past FOB opportunities
- Providing energy services as an additional revenue stream

Course Times

8am - 4:00pm, February 28
8am - 4:00pm, February 29

Venue Location

Norris Conference Center
Houston/City Centre I/
10 Katy Freeway Area
803 Town and Country Lane
Houston, Texas 77024
713.590.0950

Recommended hotels on registration form.

Registration Fees

1st delegate: \$1,595
2nd delegate: \$1,345
3rd delegate: \$1,145*

Fee includes full course, expert instruction, course materials, continental breakfast & lunch.

3 Easy Ways to Register

1 Call PMA Conference Management at 201.871.0474 or send email to: register@pmaconference.com.

2 Complete & fax this form to 253.663.7224.

3 Complete & mail the form to: PMA Conference Management, POB 2303, Falls Church, VA 22042.



Fuel Supply Chain

February 28-29, 2012 – Norris Conference Center – Houston, TX

Who Should Attend

This course is designed for everyone wanting to comprehend the direct and indirect costs associated with the fuel supply chain and how it impacts their position and decision making process whether you work in supply and distribution, sales and marketing, accounting and finance, or tax.

Learn From the Best!

Join EMI's Robert Kramer, a true petroleum professional with more than 40 years experience in the management of all facets of down-stream marketing assets, including supply-side with Phillips Tosco, Louis Dreyfus, Hess, and buy-side with FedEx and USPS Fuel Supply management.

CPE Credits



This course earns 12 CPE credits. EMI awards credit hours towards CPE and Certified Purchasing Manager status (CPM).





Fuel Supply Chain

February 28-29, 2012 – Norris Conference Center – Houston, TX

Course Syllabus - DAY ONE

Session 1: The Basics

Understanding and analyzing the operational links of the petroleum supply chain and the financial impact and effect of each of the links on acquisition costs.

Session 2: Upstream and Downstream

Have you purchased crude oil or refined petroleum products? Where and when will you receive ownership and how will you have it transported to your sales markets if necessary? Do you understand the simplified results of crude oil refining process and assay cost relationships?

Session 3: Petroleum Markets

Where are the refineries, storage facilities, pipelines, other sources of supply? What additional costs will be incurred to get finished products to your fuel tanks? What impact will additional transportation or time have on your cost structure? Are you responsible for scheduling, clearing customs etc.? What are the quality cost differences relative to refined products due to seasonal or geographical locations?

Session 4: Product Cost Components

If you understand that crude reflects approximately 50-60% of the total finished price of a refined product, what is the impact of other quality differences, location differences, transportation costs, indirect costs, taxes etc on the final price of the commodity?

Session 5: Petroleum Markets Relationships

Where or how can I purchase refined petroleum products? Will prices be tied to commodity prices, spot market prices, or rack market prices? What are the incremental price differences between the different types of market acquisitions? Will I get hosed or is wet hosing another type of fueling method? Can I purchase FOB various petroleum markets or should I purchase on a delivered in to tank basis? What are my risks and/or rewards? Should I purchase a fixed price, one tied to a commodity index, a fixed differential to a rack market or other indices?

Session 6: From Refinery To Fuel Tank

These brief discussions are only meant to be a macro approach to better understanding the complexities of the fuel supply chain and how to break down the chain link by link. Do you want to be an inventory reconciliation specialist, pipeline scheduler, customs and exchange coordinator, dispatcher, or excise tax expert? Do you now know why gasoline costs more in California, versus Idaho or New York?



Fuel Supply Chain

February 28-29, 2012 – Norris Conference Center – Houston, TX

Course Syllabus - DAY TWO

Session 1: Basics Applied To Other Energy Sources

Can the basic supply chain fundamentals be applied to other energy commodities such as natural gas, electricity, solar or wind? What is similar and what is different? Are there subtle differences with the management of biofuels and alternative fuels?

Session 2: Inserting Your Link Into the Chain

If you are under utilizing current available resources can you expand your business model to include sales to commercial or Government entities, i.e.: Federal facilities or the Postal Service? What are the ABC's of doing and gaining government or commercial contracts?

Session 3: Providing Energy Services To Create A Revenue Stream

Are you aware of the current mandates of environmental legislation and regulations? Can you provide the necessary resources to clients to generate additional business revenue? Can you manage third party inventories, provide fleet fueling services, remedy environmental compliance and other issues?

Session 4: Purchasing Fuel As Part of A Preferred National Fueling Network

If you continue to purchase fuel on your own are you aware of other procurement opportunities and how they might be able to lower your total cost of ownership for fuel?

Session 5: Energy Conservation and Sustainability Issues

The least expensive cost of an energy unit is the unit that is not consumed. Setting goals and creating a plan to reduce energy consumption for you and or clients. Keeping pace with federal sustainability guidelines and mandates for fleet operators.

Session 6: Tools, Links and Resource

Identifying numerous and various links to resources to help provide necessary metrics to mark and track improvements. Benchmarking with industry leaders and performers.





Fuel Supply Chain

February 28-29, 2012 - Norris Conference Center - Houston, TX



Learn From the Experts that Experts Trust

EMI experts are frequent editorial contributors to petroleum magazines & are trusted by today's leading news sources.

Our experts have been featured in:

Futures Magazine • The Wall Street Journal • USA Today • The New York Times • The Washington Post • Journal of Commerce • CNN • NBC • CBS • ABC • Bloomberg • Reuters

EMI's leading industry experts have an average of over 30 years of knowledge and experience in:

**Energy • Commodity trading • Risk management
• Education • Consulting • Financial services**

Plus many years of managing marketing, international trading, manufacturing, consulting, start-up operations and project finance operations of well-known companies; integrated major oil companies as well as international trading companies.

EMI's industry experts have also provided risk and value management analysis, advice, information, and services to a variety of companies in the electric power industry. Clients have included power marketers, integrated utilities, retail power providers, hedge funds, and power plants.

Highlights of our instructors' experience include: • Developing a suite of models for a variety of power markets that quantify value and risk • Managing spark spread portfolios for hedge funds in the power markets • Operating in futures trading pits as a market observer in the power markets • Developing working papers for investigations and performing compliance audits in the power industry • Helping Texaco initiate its first use of futures exchanges as an integral part of hedging/trading strategy • Chief Operating Officer of Triwell Marketing and refining • Director of OPIS, Oil Price Information Service, a management-consulting and educational services group that solely focused on the downstream energy industry • Member of Board of Directors of Longview Refinery • Member of the New York Mercantile Exchange Petroleum Advisory Board • Expert witness for a hearing before the subcommittee on surface transportation for the Commerce, Science, and Transportation Committee of the US Senate • Supplied expert testimony to a US Senate sub-committee hearing on diesel petroleum product pricing • Supplied testimony to the Federal Highway Administration regarding fuel tax evasion • Expert witness in a MTBE litigation against the major oil companies • Publishers of The Daily Hedger, BTU's Daily Gas Wire and BTU's Daily Power Report, which advise thousands of petroleum professionals daily.

Our instructors are frequent expert speakers for numerous petroleum industry events and trade associations including: • DOE DESC World Energy Conference • OPIS Fleet Fueling • CME NYMEX • Fuel Management University • NATSO • ATA • AAA • Dairy Distribution • eyeforEnergy eCommerce • OPIS Supply Summit • CIOMA • American Society of Mechanical Engineers • American Society of Lubricating Engineers • Ambrust Aviation • NACHA.

Over the years EMI has developed a series of intensive courses covering all aspects of Energy from production all the way to managing the impact price and volatility on the margin of end-users, resellers, traders, marketers, shippers, retailers and refiners. Our instructors have had the privilege to instruct thousands of professionals representing all aspects of the energy industry, including every major oil company (i.e. Exxon Mobil, BP, Shell, Equilon, Motiva) major power utilities (i.e. Sempra, Edison Mission, Berkley, Toronto Hydro, Dominion, Conectiv) small marketers (i.e. Sprague, Getty, Southern Counties, Western Petroleum) trucking fleets from 50 to 10,000 (i.e. UPS, U.S. Postal Service, Yellow, Pepsi, Werner), gasoline-powered fleets hyper-markets (i.e. The Pantry, Wawa, BJs Wholesale) and many fortune 500 energy consumers.



Fuel Supply Chain

February 28-29, 2012 - Norris Conference Center - Houston, TX

REGISTRATION FORM

Registration Fees

\$1,595 for full program

This fee includes expert instruction, course materials and lunch.

Discount for Additional Attendees

2nd delegate: \$1,345

3rd delegate: \$1,145

Enrollment Information (Please Print Clearly)

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Payment Method

Please invoice my company (payment must be received prior to course date)

Mastercard Visa American Express

Card Number: _____ Expiration Date: / /

Card Holder Name: _____

Card Holder Signature: _____

Refund/Cancellation Policy

Attendees may reschedule for a different date or course with no penalty. Attendees may substitute a colleague in place of themselves as long as prior notice is given to EMI. Course fees are 100% refundable up to 14 days prior to course date, 80% refundable up to 5 days prior to course date and 50% refundable up to 2 days prior to course date. Cancellations are non-refundable thereafter.

3 Easy Ways to Register

- 1 Call PMA Conference Management at 201.871.0474 or send email to: register@pmaconference.com.
- 2 Complete & fax this form to 253.663.7224.
- 3 Complete & mail the form to: PMA Conference Management, POB 2303, Falls Church, VA 22042.

Venue Location

Norris Conference Center
Houston/City Centre I/
10 Katy Freeway Area
803 Town and Country Lane
Houston, Texas 77024
713.590.0950

Recommended Hotels

Hotels within walking distance:
Hotel Sorella (Attached by skybridge)
800 West Sam Houston Parkway
Houston, TX 77024
PH 713.973.1600
www.hotelsorella-citycentre.com

4 Points Sheraton (0.7 miles)
10655 Katy Freeway
Houston, TX 77024
PH 866.716.8133
www.FourPoints.com/MemorialCity