

Understand, Embrace & Manage Change

AREE2012

With **BIOHEAT.**
THE EVOLUTION OF OILHEAT

Don't miss the best energy, petroleum marketing and HVAC industry trade show in the Northeast!

**No fee to attend
the trade show!**



Atlantic Region Energy Expo

Convention May 1-3, 2012

Trade Show Hours:

Wednesday, May 2, 10:00 am – 5:00 pm

Thursday, May 3, 9:30 am – 12:30 pm

Atlantic City Convention Center, Atlantic City, NJ



Register Now!

www.areetradeshow.com

Thank you to our
Diamond Sponsors



Shop the Trade Show

Shop the trade show featuring more than 250 exhibits and vehicles. Trade show hours are Wednesday, May 2 from 10:00 am – 5:00 pm and Thursday, May 3 from 9:30 am – 12:30 pm. Admission to the Trade Show is free.

Business Programs

Whether you are a petroleum marketer, HVAC contractor, propane retailer, owner, manager, or employee, there are great programs to choose from starting Tuesday and continuing through Thursday.

Convention Reception

Network at the Convention Reception on Wednesday at Tun Tavern, Atlantic City's only microbrewery.

Hospitality Night

On Tuesday evening, join our sponsors as they host hospitality rooms at Bally's Atlantic City beginning at 6 pm.

Play Golf

Tee off your AREE experience at a Golf Tournament on Monday, April 30 at the historic Atlantic City Country Club.

Register Now
www.areetradeshow.com
or call 973-467-1400

Hotel Reservations

The headquarters hotels will be Bally's and Caesar's Atlantic City. Hotel rooms are also available at the Sheraton Atlantic City.



Headquarters Hotel Caesar's Atlantic City

2100 Pacific Avenue
Atlantic City, NJ 08401
1-888-516-2215
Temple Tower - \$89/night plus tax/fees
Centurion Tower - \$109/night, plus tax/fees
Code: GCAR12



Headquarters Hotel Bally's Atlantic City

1900 Pacific Avenue
Atlantic City, NJ
1-888-516-2215
Main Building - \$79/night plus tax/fees
Bally's Tower - \$99/night plus tax/fees
Code: GBAR12



Sheraton
Atlantic City
CONVENTION CENTER HOTEL

Additional Room Block Sheraton Atlantic City

(adjacent to the Atlantic City Convention Center)
Two Convention Boulevard, Atlantic City, NJ
1-888-627-7212
Rate: \$140/night, plus tax/fees
Code: AREE 12

**Free shuttle
transportation**

AREE provides complimentary shuttle service between Bally's, Caesar's and the Atlantic City Convention Center. Save yourself time and parking fees! Shuttle buses depart every twenty minutes from Tuesday morning until Thursday evening.

AREE 2012 is proud to offer a wide variety of business programs to convention attendees.

Topics on the agenda include:

Bioheat®
Social Media
Marketing Strategies
IAQ
Customer Service
Energy Audits
NLRB
Asset Management
Changing Supply Landscape and more!

**Free Bioheat®
Programs.
Registration
compliments of**



Why attend?

- Three great days of programming!
- Visit the two day Trade Show featuring the latest in products and services.

Don't miss these Wednesday programs:

- Bioheat®...The Evolution of Oilheat
- Heat Up Your Sales in Five Easy Steps
- Are Oil Prices Going Lower?
- Improving Cash Flow

Or these Thursday programs:

- Maximizing HVAC Sales...Position Yourself to Close
- Social Media Marketing
- iPad, Smart Phones & Cloud Computing. Using Disruptive Technology to Grow Your Business

Other speakers include:

Steve Abbate, Cetane Associates
Mark Bloom & Danny Silverman, Angus Energy
Chris Brown, Brookhaven National Laboratory
Alicia Clancy & Paul Predaris, REG
Peter Cohen & Adam Chodos, PC Planning & Benefits
Jim D'Amico, Profit Strategies
Michael Devine, Earth Energy Alliance
Patrick Donohue, Federated Insurance
Blaine Fox, Warm Thoughts Communications
Katelin Geleszinski & Colby Schneider, Consumer Focus Marketing
Jackie Goliz & Alex Snyder, Wesson Energy
John Levey & Joe Vassallo, Oilheat Associates
Alan Levine, Morgan Stanley Smith Barney
Chris Marentis & Bill McDonough, Surefire Social Media
Brian Milne & Laurence Cohen, Telvent
Robert Nagle, Esq., Saul Ewing, LLP
John Nardoizzi, Nardoizzi Consulting
Paul Nazzaro, Advanced Fuel Solutions
Joseph Petrowski, Gulf Oil, LLP
Richard Rutigliano & John Bruno, PriMedia
Tracy Richmond, AVATAS Payment Solutions
Bob Cerio, Ocean State Energy Services
John Vrable, Energy Edge



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Don't Miss!

A chance to win an iPad on Thursday morning!

New "Fast Track" programming!

A chance to win a free Bioheat® truck wrap at The Evolution of Oilheat session on Wednesday!

Business programs on the Trade Show floor on Thursday featuring Randi Busse, *Workforce Development Group* and Matt Maleske, *Benchmark Corp.* Open to all attendees!

Keynote Speaker Tuesday May 1 at 3pm



**Michael Rogers,
The Practical Futurist**


Doing Nothing is Not an Option. Understand, embrace and manage the evolution from oilheat to Bioheat®.

Rogers has served as futurist-in-residence for *The New York Times*, a columnist for *MSNBC*, *The Washington Post*, *Newsweek*, and is a regular guest on *CNN*, *PBS*, *Good Morning America*, and *The Today Show*.




Program at a Glance

NOTE: There is no fee to attend the Bioheat® Track Programs. Your registration is free, compliments of the South Dakota Soybean Research and Promotion Council.


Tuesday

| May 1 | | | | |
|-------------------|--|---|---|---|
| 9:00 am – 1:00 pm | Co-sponsoring Association Meetings (See website for details) | | | |
| 1:30 pm – 2:45 pm | Stop the Revolving Door. Hedging and Marketing to Curb Customer Attrition | SEO 2.0 The Next Generation of Search Engine Optimization | How Recent Actions by the NLRB Affect All Employers | |
| 3:00 pm – 4:00 pm | KEYNOTE PRESENTATION - Doing Nothing is Not an Option. Understand, Embrace and Manage the Evolution from Oilheat to Bioheat®. | | |  |
| 4:15 pm – 5:15 pm | Asset Protection & Wealth Preservation with Succession Planning | The Changing Supply Landscape of the Northeast | | |
| 6:00 pm | Supplier Hospitality Night - Bally's Atlantic City | | | |

Wednesday

| May 2 | | | | |
|-----------------------|--|--|--|-----------------------------|
| 8:30 am – 9:30 am | Bio Industry Perspective in the Mid-Atlantic Region  | Run It Like You are Going to Sell It | | |
| 9:00 am – 9:30 am | "FAST TRACK" - 30 minute program How to Mitigate Rising Insurance Premiums | | | |
| 9:45 am – 10:45 am | Bioheat®... The Evolution of Oilheat  | Improving Cash Flow | IAQ and Maximizing Sales Utilizing Your Existing Customer Base | In the Blink of an Eye |
| 9:45 am – 10:15 am | "FAST TRACK" - 30 minute program Online Fuel Buying: Fad or Phenomenon? | | | |
| 10:30 am – 11:00 am | "FAST TRACK" - 30 minute program E-Commerce for Energy Marketers | | | |
| 11:00 am – 12:00 noon | Service Tech Ambassador and Educational Programs  | Energy Audits and Home Performance Contracting - Going from "Nice Idea" to Profitable Business Model | Heat Up Your Sales in Five Easy Steps | Are Oil Prices Going Lower? |
| 11:15 am – 11:45 am | "FAST TRACK" - 30 minute program Making Internet Marketing Work Locally | | | |
| 10:00 am – 5:00 pm | Trade Show Open | | | |
| 12:00 noon – 2:00 pm | NORA Board Meeting | | | |
| 5:00 pm – 6:30 pm | Convention Reception Network at the Convention Reception at Tun Tavern | | | |

Thursday

| May 3 | | | | |
|---------------------|--|--|---|---|
| 8:30 am – 9:30 am | Bioheat® Town Meeting - Interactive Session  | Beyond the Brochure - Social Media Marketing | iPad, Smart Phones & Cloud Computing. Using Disruptive Technology to Grow Your Business | How Recent Actions by the NLRB Affect All Employers |
| 9:30 am – 12:30 pm | Trade Show Open | | | |
| 10:00 am – 10:45 am | Business Program on the Trade Show Floor: Maximizing HVAC Sales...Position Yourself to Close | | | |
| 11:00 am – 11:45 am | Business Program on the Trade Show Floor: Your Customers Are Talking About You! | | | |