

Proudly Presents



**Customer Retention &  
Profitability**  
*Can You Have Both?*

**February 9, 2010**

8:30 a.m.—12:00 p.m.

Morrell Meeting Room

*Curtis Memorial Library, Brunswick*

PROGRAM PRESENTERS:

**Mark Bloom**

*Director of Marketing, Angus Energy*

**Matthew Ide & Jeff Simpson**

*Directors, Energy Advisor & Finance for*

*RenRe Energy Advisors Ltd.*

Market volatility is panicking your customers. They are shopping more than ever. Loyalty is down. What are you doing to retain your customer base? Is it killing your bottom line?

Can you have loyalty and a profitable company?

**This seminar will explore how to manage customer retention while maintaining a profitable company. We will look at:**

- The effects of market volatility on your company and your customers
- Emerging customer pricing program trends you will want to know
- What is causing decreased customer loyalty?
- What impacts customer retention - How to convey the message of stability to your Customers
- Understanding the value of pricing programs (for your customers and you)
- The importance of customer retention as it relates to margins, cash flow and your banking relationship
- The power of the Budget

We will also review the positive impact and value the Cap program has on customer loyalty and your company's bottom line.

The seminar is a valuable session for oil dealers of all sizes and will cover how to use the information above to maximize your company's potential whether your company delivers 500,000 or 50 million gallons annually.

# CUSTOMER RETENTION & PROFITABILITY

## CAN YOU HAVE BOTH?

### SEMINAR REGISTRATION FORM

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**FEBRUARY 9, 2010**

**8:30AM—12:00PM**

**Morrell Meeting Room—Curtis Memorial Library**

**23 Pleasant Street, Brunswick ME**

*(Parking in Rear or in Hannaford Parking Lot)*

**MEMBER RATE: \$109.00 pp - NON-MEMBER RATE: \$159.00pp**

Attendee Names:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Payment Method:** Grand Total \$ \_\_\_\_\_

Check Enclosed

Credit Card (MasterCard, Visa) Credit Card # \_\_\_\_\_

Send Invoice

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

**Cancellation Policy:**

*Payment, in full, must be received by MEMA (5) business days prior to the seminar for the registrant to be admitted. All funds paid can be refunded if such is requested no later than (5) business days **PRIOR** to the first day of the seminar. Requests for refunds made within (5) business days of the first day of the seminar **WILL NOT BE HONORED**.*

**PLEASE REMIT PAYMENT TO:**

**Maine Energy Marketers Association**

**25 Greenwood Road, Brunswick, ME 04011**

**Phone: (207) 729-5298 Fax: (207) 721-9227**