

FEDERATED INSURANCE

It's Our Business to Protect Yours



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2021 CEMA 71st Annual Meeting



June 14-15, 2021

**Mohegan Sun
Uncasville, CT**



We can't wait to see you again in person!

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Full program on page 2

MONDAY KEYNOTE

ERIC SLIFKA

Global Partners LP



Monday, June 14, 2021

9:00 - 10:00 am

Breakfast

10:00 - 10:45 am

General Session

11:00 am - 11:45 am

General Session

12:00 - 1:45 pm

Luncheon

CEMA Annual Meeting

Keynote: Eric Slifka, CEO, Global Partners L.P.

2:00 - 3:00 pm

General Session

3:15 - 4:15 pm

General Session

5:00 - 6:30 pm

Open Bar Reception

Tuesday, June 15, 2021

8:30 - 9:30 am

Breakfast

9:30 - 10:30 am

General Session

10:45 am - 11:45 am

General Session

12:00 - 1:30 pm

Luncheon

Closing Keynote: Rob Underwood, Energy Marketers of America

1:30 pm

End

EXHIBITS

There will be up to 25 exhibit spaces for vendors in the main General Session Hall.

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PROGRAM NOTES

For more information and updates

please visit <https://cemaannualmeeting.weebly.com>

Monday, June 14, 2021

10:00 - 10:45 am

Here's What You Need to Know to Sell B20 and Higher

Our fuel will change. We've already eliminated any significant sulfur content. CO2 is next. Whether through government mandate or policy, this will be inevitable. In this session you'll learn from a marketer and a technical expert that there's nothing to be afraid of B20 or even higher blends, looking at blending, supply, storage, transportation and effects on heating equipment.

Presenters: Rick Bologna, Westmore Fuel and Bob O'Brien, NORA

11:00 am - 11:45 am

Employee Retention Credits: Are You Leaving Money on the Table?

This is one of the last remaining government COVID programs still available to companies. It's often overlooked, but applying for it can get you tens of thousands of federal dollars, if not more.

Presenter: Marty Kirshner, Gray, Gray & Gray

12:00 - 1:45 pm

Luncheon Sponsored by Inland Fuel Terminals

CEMA Annual Meeting & Awards, Sponsored by Global Partners LP

Keynote by Eric Slifka, CEO, Global Partners L.P., on:



2:00 - 3:00 pm

Buying and Selling a Business: Navigating a Deal

Some people believe that the best deal has been struck when both parties are equally unhappy with the outcome. However, we find that a good transaction process with properly managed expectations and reasonable attorneys and advisors can result in both parties walking away feeling like winners. This session will address commonly held misconceptions about deal making, reveal common mistakes by buyers and sellers, describe how structured earn-outs can bridge value perception differences, and how taxes can influence the final transaction terms. Both presenters will share anecdotes about their extensive deal experience and mentally prepare you to navigate some of the more common obstacles to a successful transaction.

Presenters: Steve Abbate and Fred Lord, Cetane Associates.

3:15 - 4:15 pm

Heat Pump Economics – They're Not All What They're Cracked Up to Be

In its plan to electrify the economy, the state believes that heat pumps are the solution to reducing carbon emissions from the heating sector. But heat pumps aren't all what they're cracked up to be. In practice, installation can cost many times more than what the state estimates. Plus they lose efficiency in cold weather and a backup heat source will be needed anyway.

Presenter: Gary Sippin, Sippin Energy

5:00 - 6:30 pm

Open Bar Reception

Tuesday, June 15, 2021

9:30 - 10:30 am

Defending Against a Lawsuit

If you haven't already been sued, then you need to know how to defend against lawsuits, from nuisance suits to so-called "nuclear lawsuits." This includes getting your employees prepped for deposition, gathering information during the discovery process, negotiating a settlement, and much more.

Presenters: Joseph Baiocco, Lewis Brisbois law firm, and Hunter McHugh, Federated Insurance

10:45 - 11:45 am

It's NOT About Big Data - It's About Small Data

Using technology to customize & optimize each customer

Big data - standard deviations, k-factor groupings, stops per day, etc., the kind of things our software is good at collecting and calculating, are all important and can lead us to global operational improvements. However, the "small data" - the behavior of the individual customers - needs to be more than a contributor to the big data results. Now it can be! Customer behavior is something big tech companies are very good at doing. You know who they are. And now it's what we need to be doing - learn from big data & use machine learning to take the lessons to the individual customers, to improve their experience, increase their value to us, and also their customer loyalty.

Presenter: Phil Baratz, Angus Energy

12:00 - 1:00 pm

Closing Luncheon & Keynote: Rob Underwood, CEO Energy Marketers of America



CEMA Annual Meeting, June 14-15 Live and In-Person!

CEMA returns to a live, in-person conference in 2021 with our Annual Meeting at Mohegan Sun on June 14-15 and our postponed 70th Anniversary from 2020.

Our format will be like the very successful Southern New England Energy Conferences we've held in Newport.

- A day-and-a-half education conference, ending with lunch on the second day, June 15.
- Six general sessions
- Sponsorships and 25 Tabletop Exhibits available
- Optional one-day registrations with reduced 2-day full conference registration

COVID

What's on everyone's mind, of course, is the COVID pandemic. Connecticut is one of the safest states in the country, with over 36% of the population completely vaccinated (2nd only to Maine), and over half receiving at least one dose. We expect the state to be almost completely open by June.

Resort Safety Protocols

Mohegan Sun is proud to be among the first casino resorts in the world to become Sharecare Health Security VERIFIED® with Forbes Travel Guide. The comprehensive facility verification helps ensure that guests can book with confidence knowing appropriate health & safety procedures based on compliance with expert-validated best practices are in place to minimize risk and increase safety. Mohegan Sun will do temperature checks; masks are required; hand sanitizer stations; & social distancing at seating during lunches and education sessions

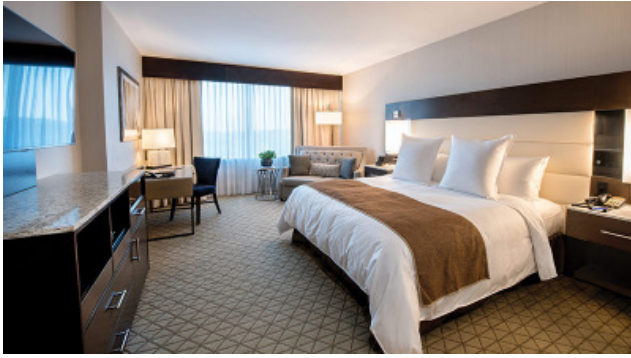


Special CEMA COVID Protocols

Everyone entering the conference will attest that you don't currently have COVID or similar symptoms; and one of the following:

- You've been vaccinated for longer than 2 weeks or
- You've been tested negative for COVID within 3 days or
- You've recovered from COVID within the past 90 days (and so have natural immunity).

These are all safeguards recognized by the CDC. [no documentation needed - we'll take your word]
These precautions ensure that our conference will be as safe as possible for all participants.



Hotel Reservations

CEMA has a special conference rate of **\$179 per room per night**, good for Sunday, June 13 and Mon., June 14. Note this rate doesn't include resort fees or taxes.

You can register at this website <https://book.passkey.com/go/CEMA21>
 Or if can call 888-777-7922 and mention code CEMA21.
 General website: <https://mohegansun.com/>

Sponsorships and Exhibits

Meeting people in person is the best possible networking opportunity for a vendor. Zoom calls just aren't the same. As with any conference or show, being able to meet dozens of qualified leads is far more productive than cold calling companies individually. Whether through a sponsorship or a tabletop exhibit, this will be a great opportunity for industry vendors.

We have a wide range of sponsorships for every budget and up to 25 tabletop exhibit spaces.

For more information please visit the conference website:

<https://cemaannualmeeting.weebly.com>

Registration

Full Conference, Two Days, June 14-15, 2021

Includes two breakfasts, two lunches, Monday's reception, and all program content: **\$295**

Monday Only, June 14

Includes Monday's breakfast and Lunch, Monday's reception and all program content on Monday: **\$240**

Tuesday Only, June 15

Includes Tuesday's breakfast and Lunch, and all program content on Tuesday: **\$190**

All rates are per person. You can **register online by going to the website above**, or by returning the form below to CEMA, 10 Alcap Ridge, Cromwell, CT 06416, fax 860-632-1122, email Nickey@ctema.com. **We will bill CEMA members.**

Company _____	Contact: email _____		
	Full \$295	Day 1 \$240	Day 2 \$190
Attendee 1 _____	_____	_____	_____
Attendee 2 _____	_____	_____	_____
Attendee 3 _____	_____	_____	_____

Make more copies as needed