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July 2023

E-Newsletter

Summer Convention Success!

We would like to thank everyone who joined us last month in New Orleans for the APGA/LPGA annual joint summer convention! It was so nice seeing both old friends and new ones down in the Big Easy. We know the temperatures were high and the humidity was even higher, but your attendance and participation are what makes our event successful! We are grateful for the continued partnership with the great state of Alabama and hope it remains for years to come.

This year's convention had a little bit for everyone built into our extracurricular activities. The first choice was between the best way to travel on water; drifting down the Mississippi River on the Creole Queen or cruising through the Jean Lafitte National Historic Park and Preserve on an airboat. Whatever choice you made; we know both groups had an afternoon of action-packed adventure! The second set of choices were all land based and quite different from one another. Registrants got their pick between golfing at TPC Louisiana, touring the National World War II Museum or learning their way around the kitchen at the New Orleans School of Cooking. These activities were more leisurely, but we think there was something to satisfy just about everyone!

We would also like to congratulate our 2023 Dealer of the Year-Artie Cole of Ferrellgas and our 2023 Supplier of the Year-Tracy Wells of Gas Equipment Company.

Make sure you save the date to do it all again with us next year in Pensacola Beach, FL June 24-26, 2024!



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2023-2024 Calendar of Events

September 2023: Third Quarter Board Meeting, Date & Location TBD.

October 7, 2023: National Propane Day.

December 2023: Fourth Quarter Board of Directors Meeting, Date & Location TBD.

December 6-7, 2023: 2023 Leadership Summit, Courtyard Washington Downtown Convention Center Hotel-Washington, DC.

March 2024: First Quarter Board Meeting, Date & Location TBD.

June 24-26, 2024: APGA/LPGA Summer Convention, Hilton Hotel-Pensacola Beach, FL

June 25, 2024: Second Quarter Board of Directors Meeting, Hilton Hotel-Pensacola Beach, FL.

2020 Residential Energy Consumption Survey (RECS)

A healthy propane industry depends on a healthy residential marketplace, as the residential sector alone accounts for more than half of all gallons sold – 51% in 2021.

According to recent EIA data, 9% of all U.S. households utilize propane for at least one residential application, excluding outdoor grilling. Of course, propane's residential presence is not evenly distributed across the country. In fact, it ranges from a high of 39% of households in Vermont to a low of 4% in Illinois and New Jersey.

Propane highlights from the 2020 U.S. RECS:

- Space heating: 4.2% of households use propane as their primary heating fuel. This ranges from a high of 16% in North Dakota to a low of 2% in Arizona, California, and Texas.
- Water heating: 3% of households use propane as their primary water heating fuel. This ranges from a high of 20% in Vermont to a low of 1% in Florida.
- Clothes drying: 1% of households use propane as the heating element in their clothes dryer. In contrast, 80% utilize electricity for clothes drying, and 19% natural gas.
- Cooking range: Of the households that have a kitchen cooking range, 4% have a propane range, 59% have an electric range, 31% a natural gas range, and 5% a dual-fuel range.
- Grilling: Of the households that have an outdoor grill, 61% have a propane grill, 32% have a charcoal grill, and 7% utilize a natural gas grill.

For additional information and materials on residential propane applications, visit the For My Home section on PERC's website. For more information, contact NPGA's Director of State Affairs, Jacob Peterson.

Allied Partnerships Offer Win/Win Strategy for Market Growth

Propane marketers know all too well the frustration of losing a sale to consumers who weren't aware of propane's ability to better serve their energy needs. Even worse, when a trusted trade ally tells them something incorrect about propane or wrongly suggests an alternative because they don't know better.

Most electric furnace, water heater, diesel fleet buses, trucks and irrigation engine purchases represent gallons lost to some degree of customer ignorance about better options available to them and listening to the wrong voices. With your team already slammed with delivery and service calls during peak season, how else can you raise that awareness?

Successful marketers have learned to maximize business results by strategically building partner relationships. More than ever, they are finding win/win opportunities outside of their company to grow their businesses.

Every market served by propane has its own network of trusted peers and other business partners that propane marketers can tap into.

In the residential and commercial market segment, for example, they can include industry experts and professionals who are a part of the sales and distribution channel – builders, construction professionals, tradespeople such as plumbers and HVAC professionals, chimney sweeps, original equipment manufacturers, distributors, equipment dealers, and aftermarket suppliers.

Having good, allied partner relationships is a smart way to develop a team of advocates for your company as the energy provider of choice for homes and businesses they already are serving.

"Networking develops your credibility and influence, which is a cornerstone of a successful business growth strategy," says Bryan Cordill, PERC's director of residential and commercial business development.

"Strong partners help you leverage opportunities, extend your sales force, and boost your professional reputation in the business."

Growing and maintaining strong strategic peer networks takes time and effort, but the benefits far outweigh the

effort. They include:

- Broaden your exposure to different market opportunities
- Deepen your understanding of different market issues and trends
- Connect to influencers, decision makers, and end users
- Expand the reach of propane's story
- Elevate your solutions for customers
- Accelerate your speed to provide solutions
- Help you become the go-to expert for solutions

As you think about expanding your business, your growth strategy should include well thought-out tactics for identifying, building, and maintaining deeper relationships. That includes trusted advisor relationships with customers and value-adding partnerships all along the propane sales and distribution channel.

"Developing strategic partnerships into a strategic network involves more than just adding names to your contacts list. To create an effective network, you need to dedicate time and resources to the effort," Cordill says. "But in an industry like ours, which values and relies on the strength of relationships, creating a strategic peer network is well worth your time and effort."

You can connect with these and other subject matter experts by attending national, state, or regional shows, as well as professional association meetings. In addition to PERC, other examples of professional associations include:

- Local chapters of the National Propane Gas Association
- Local and state Home Builder Associations
- National Association of the Remodeling Industry
- Local Realtor Boards
- Clean Cities Coalitions
- National Alternative Fuels Training Consortium
- State and local landscape contractor associations
- Farm bureaus

To learn more, visit The Learning Center on propane.com to complete the Strategic Partnerships Collection training courses and watch the video that highlights the success of partnering with community and technical colleges to grow the workforce.



propane
ENERGY FOR EVERYONE



Grow Your Partner Relationships and Your Business

Today's most successful propane marketers know that collaborating with the right allies is a smart way to generate new business. Strategic partners can be strong advocates for your company and connect influencers, decision-makers, and end users to expand propane's reach as an energy solution.



Scan this code for The Learning Center's strategic partnership training courses, plus videos of successful, workforce growing partnerships with community and technical colleges.

New Energy Choice Website Section

The preservation and expansion of propane's market share across the buildings sector continues to be a top priority for NPGA and our state and regional associations. In 2021, sales to residential and commercial customers represented 76% of all gallons sold. And this revenue stream is critical for the continued success of our industry.

NPGA recently created a new section on our website dedicated to the issue of state energy choice laws. These statutes ensure propane is not being artificially restricted or excluded as an energy option across the buildings sector. These protections are necessary because local governments, including municipalities and counties, have taken steps to ban the installation of propane equipment and delivery infrastructure.

This content, which includes an issue background and an interactive map on state energy choice laws, is available on the My State page (<https://www.npga.org/advocacy/advocacy-areas/my-state/>) of the website. Please note for full access, users need to log-in with their website credentials. Based on the 2021 sales report,

more than 44% of all propane gallons are sold in energy choice states. For more information, contact NPGA's Director of State Affairs, Jacob Peterson, at jpeterson@npga.org.



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Tracy Wells

The Pace of Transportation Innovation will Continue to Quicken



*By: Todd Mouw, Executive Vice
President of Sales and Marketing of
ROUSH CleanTech*

What will our transportation world look like in the year 2030 with the goal to make half of all new vehicles sold zero-emissions? What it took the automotive industry to accomplish in 100 years will again happen over the next 10 years.

Is it really possible to completely phase diesel out of vocational trucks and school buses? What transportation fuels will take its place?

In the next seven years, it's likely that renewable gasoline, propane and renewable propane, compressed natural gas, electric vehicles (EVs) and hydrogen-powered vehicles will gain significant traction. Each of these reduce greenhouse gas emissions and improve air quality.

More than 90,000 class 6-7 were sold in North America in 2022. To replace that many diesel trucks with cleaner alternatives, we need to take an all-encompassing strategy. Accomplishing this will involve a combination of measures such as adopting multiple types of fuels within a fleet, improving charging and fueling infrastructure, and offering financial assistance or tax incentives to fleet operators. We also have to ensure that the solutions adopted are resilient and can move goods and people in times of emergency when our electric grid has been compromised.

Some European countries have made significant progress in transitioning away from diesel. Countries like Norway and the Netherlands have been at the forefront of EV adoption, while other nations have implemented strict emission standards and regulations. Learning from their experiences, policies and initiatives provides valuable insights that will help for our nation accelerate the transition to clean fuels and transportation.

Yet, it's tough to predict specific advancements that haven't

even been thought of yet. With ongoing R&D in areas like energy storage, advanced materials, autonomous vehicles and alternative propulsion systems, future tech will bring unexpected breakthroughs that could further reshape the transportation landscape.

The future of commercial transportation is unpredictable yet filled with possibilities. Without research, innovation and the American spirit, we would still be driving horse-drawn buggies.

I hope you and your family had a fantastic Fourth of July and enjoy the rest of your summer!

Todd Mouw is executive vice president of sales and marketing of ROUSH CleanTech, an industry leader of advanced clean vehicle technology. Mouw has more than two decades of experience in the automotive and high-tech industries. As former president of the NTEA Green Truck Association, Mouw helped set standards in the green trucking industry. To learn more, visit ROUSHcleantech.com.

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You Need Drivers.

npga.org/ace

Getting drivers licensed is an ongoing issue for our industry. The ACE Services Program is proven and effective at getting drivers on the road quickly, easily, and safely.

How can ACE help my company?

The ACE Services Program guides individuals through the Entry Level Driver Training (ELDT) requirements set by the Federal Motor Carrier Safety Administration (FMCSA).

What does ACE do?

Serving as the FMCSA Registered Training Provider, NPGA handles:

- FMCSA paperwork and filings
- FMCSA audits
- Training materials and training equipment guidance to meet FMCSA requirements

States Benefit Too!

State/Regional associations receive 10% of ACE revenue generated by propane marketers in their state using the ACE program.



**Administrative
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For more information about **ACE Services** and how you can enroll your drivers, please visit npga.org/ace, or contact ACE at **202-466-7203** or eldt@npga.org.

NPGA
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ACE Gets Drivers on the Road.



2023 APGA/LPGA Summer Convention
Voodoo on the Bayou - I Put a Spell on You

The collage consists of 12 individual photographs arranged in a grid-like fashion. The top-left photo shows a group of about 15 people, mostly men in blue polo shirts and khaki shorts, standing in front of a building. The top-right photo is a close-up of a man with a grey beard and sunglasses, wearing a grey t-shirt. The second row from the top features three photos: on the left, two women in New Orleans-themed clothing (one in a red skirt, one in a black dress) standing next to a man in a black top hat and cape; in the center, a group of about 15 people wearing white aprons with 'NEW ORLEANS' printed on them, standing in front of a sign that reads 'SCHOOL OF COOKING' and 'LOUISIANA GENERAL STORE'; on the right, a woman holding a small book titled 'TRACY HILLS' next to a man in a black top hat and cape. The third row contains four photos: on the far left, three men in casual attire standing indoors; next to them, four men standing together, one of whom is wearing a black top hat and cape; to the right of that, a man in a black top hat and cape holding a book; and on the far right, a large, illuminated neon sign that reads 'HOTEL MONTELEONE' at night. The bottom row has three photos: on the left, a man in a grey shirt and a woman in a silver sequined dress standing together; in the center, a man and a woman sitting at a table, both wearing 'NEW ORLEANS' t-shirts; and on the right, a man in a black top hat and cape sitting next to a woman in a black dress.

