

STATE CELEBRATIONS OF
PROPANE'S
100TH ANNIVERSARY

1912  2012



Join our collaborative effort for marketers in EVERY STATE
to celebrate 100 years of PROPANE Exceptional Energy.



Propane's 100th Anniversary Celebrations

Information for State Celebration

To assure consistency and support the states in organizing a well coordinated celebration of Propane's 100th Anniversary I would suggest utilizing the assistance of PERC's marketing company (Colle & McVoy). Colle & McVoy has the talent and resources to assure a unified effort by supplying the celebration organizers on the state levels with marketing materials and a model of how to promote their marketing strategies, utilizing the theme of Propane's 100th Anniversary. Such a model for state celebrations would include several suggestions, for example:

- Presentation of the book using suggestions such as those described in distribution section of the separate Propane's 100th Anniversary Book report.
- Sponsoring 5K walk / run events using t-shirts bearing the company name and a standardized "Propane's 100th Anniversary" logo designed by the PERC's marketing company.
- The celebration should be of significant importance. Even though a marketer may not have been in business for the last 100 years, celebrating this landmark will demonstrate industry backing of their company, and communicate unity and longevity within our industry.
- A planning meeting should be organized within each district, attended by each state president. This meeting would serve as a forum to brainstorm ideas for the celebration and confirm how the name of propane would best be represented in newspapers, TV and media. The model mentioned above could be reviewed as part of this meeting, and all promotions should be standardized by PERC's marketing company.
- All advertising, press releases, newspaper articles, stationery and brochures should celebrate the 100th Celebration and include information about the marketers' individual history as well. PERC's marketing company could design a 100th anniversary logo to be made available to all states for inclusion on these promotional items.
- A library of historic propane industry photos could be organized and shared among all marketers.

BP News, Walter O. Snelling and Suburban Propane have multiple pictures of the first propane archives including:

- ❖ 1925 automobile with a 100 lb. tank on the running board for demonstrating propane carburetion.
- ❖ The first propane rail car consisting of 20 upright 1000 gallon tanks.
- ❖ The first propane bobtail with a 500 gallon tank on a flatbed truck.

The western trade show is scheduling their 60th anniversary, Wednesday, May 13th through May 16th, 2009. Already they are gathering archives and pictures from their region.

The above is only an example of pictures and archives that every marketer can utilize to show what it was like in 1912. We encourage the collecting and sharing of additional photos as well. This will illustrate how the industry has improved and how the marketer has benefited from the NPGA and the PERC organizations.

Propane's 100th Anniversary Celebrations

Marketing Advantages

The celebration by state of Propane 100th Anniversary and promotion of Propane's 100th Anniversary Book present unique marketing advantages for PERC, the NPGA, and for every state and marketer within our industry. Following is a review of some of these benefits, and suggestions of how these Marketing Advantages could best be promoted in light of Propane's 100th Anniversary.

We recognize that based on the present economy, the Southeast Convention and distributor/marketer advertising and promotional activities are likely to be substantially reduced in coming years. However, no one can presume what is in store for the economy or the propane industry in 2009, 2010 and 2011. Because of this uncertainty, it is imperative that NPGA, PERC and the marketer keep the name of propane in the forefront of the public's mind so that when the economy does gain momentum, propane will be their first energy choice.

The Celebration of Propane's 100th Anniversary by state and creation of Propane's 100th Anniversary Book present a *chance in a lifetime* to promote the name of propane in every state and town. Itemized below is a list of some of suggestions for making the most of this momentous occasion, recognizing that PERC's marketing company, Colle & McVoy, would greatly expand upon these preliminary ideas.

- PERC and NPGA should begin including 100th Anniversary on all publications and press releases.
- Colle & McVoy should create a standardized 100th Anniversary logo to be used in all states. This would display a consistent image of Propane and its 100th Anniversary throughout the nation.
- All distributors creating propane advertising should capitalize on the 100th Anniversary of propane.
- Every marketer could start including "Propane's 100th Anniversary 1912 to 2012" and/or the 100th Anniversary Logo on their letterheads, invoices and other material presented to their customers.
- Marketers are encouraged to donate copies of Propane's 100th Anniversary Book to community organizations such as libraries, fire and police departments, first aid squads, colleges, schools, etc. Details of this process are documented in a separate report regarding Propane's 100th Anniversary Book.
- Each donated 100th Anniversary Book should include the marketer's name and company position. When making the book presentation, pictures should be taken and press releases prepared (see attached sample). **Such press releases appearing simultaneously in newspapers throughout the United States would certainly keep the name of Propane at consumer's finger tips when the economy rebounds.**
- All marketers could create a **website or a page on their existing company website** celebrating the heritage of the propane industry and Propane's 100th Anniversary. Colle & McVoy could provide a model of information to include to ensure consistency.

Propane's 100th Anniversary Celebrations

Marketing Advantages (continued)

- Distributors could be encouraged to give the book to all non-members they service to be used in their marketing strategy. If the non-members require additional books, they would have the option to pay the full retail price of \$39.95 or become a member and pay the member wholesale price (estimated at \$21.98). I am confident that this could create increased membership in NPGA.
- It is anticipated that in May 2012 Propane's 100th Anniversary will be celebrated at the National Museum of Industrial History in Bethlehem, PA. NPGA and PERC dignitaries, and the son of Walter O. Snelling, Charles D. Snelling, will be present for personalized book signing presentations which may receive television reviews.
- The next to the last chapter in the Anniversary Book should be strong on EDUCATION and constructively demonstrate propane's safety statistics. This would create a strong and positive marketing approach.
- A creative picture and exhibit/demonstration of where propane comes from will also create an educational marketing strategy (my personal experience is that education is vitally important and "where propane comes from" is virtually unknown to the general public).
- The final chapter of the 100th Anniversary Book should demonstrate the future of our industry and propane's contribution to the environment as a *Green Fuel*. This advantage will resonate positively with consumers, especially in light of current heightened environmentally consciousness.

Propane's 100th Anniversary Celebrations

Contact: President / CEO Street Address
Company Name City, State , Zip
Phone: Phone:
FAX: E-Mail:



Press Release Sample

“Your Company Name” is proud to donate a book about Propane’s 100 year history to * _____ (insert name of organization) in celebration of Propane’s 100th Anniversary.

“Place & Date”: **“Company Name”** proudly presented a hard cover, _____ (number of pages) book regarding the 100 year history of the propane industry to * _____ (insert name of organization) in recognition of their continued support of the propane industry. This book, released in celebration of propane’s 100th Anniversary, tells the story of this unique, versatile and environmentally friendly fuel and those who have made contributions to _____’s (name of state) propane industry. An entire chapter is devoted to education and the book concludes with the advantages and benefits of this green fuel and the many improvements propane continues to make within our community.

DATE: _____

TIME: _____

#

NOTE TO THE MARKETER: Please recognize that there is no cost to you when submitting a Press Release to all your town newspapers and media. This will give recognition to the NPGA marketer and PERC. Employees will also be proud to be a part of this anniversary celebration, and publicizing this will also demonstrate a partnership between your company and the organization receiving the book. Please make every effort to include a photograph of the presentation of the book with Press Release.

* INSERT ABOVE THE NAME OF RECIPIENT: Recipients may include:

- * Your Local Library
- * High School
- * Vo Tech
- * Municipal Officials
- * State Officials
- * Other important community organizations



Propane's 100th Anniversary

State Celebration Volunteer Application



NAME _____

COMPANY _____

STREET ADDRESS _____

STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ CELL _____

Comments & Suggestions

Please return your application to the address above or PERC or NPGA.

Propane's 100th Anniversary Celebrations

The ten NPGA districts are represented on map

PROPANE'S 100th ANNIVERSARY - 1912 to 2012

Is Your State on Board ???

PUT YOURSELF ON THE MAP AS A 100th ANNIVERSARY VOLUNTEER!!!

Propane Heritage Preservation

National PROPANE GAS Association

PROPANE education & research COUNCIL

www.npga.org

Propane's 100th Anniversary Celebrations

Propane's 100th Anniversary Celebrations

The first 100 Years 1912-2012

**Contact Names for the
Propane Heritage Preservation Project**

Robert B. Nicholson

Chairman of Eastern Propane Corporation
(973) 697-3111

Chairman of Propane Heritage Preservation
Direct Line: Winter (727) 360-0048
Summer (973) 729-0100

Roland Penta

CEO of Phelps Sungas, Inc.
Vice President, Ancient Gassers
President of Chairman Elect NPGA 2010 – 2011
(716) 394-5090

Rick Roldan

CEO and President of NPGA
(202) 466-7200

Fred Thomas

President of Northeastern Supply Company
Chairperson, Ancient Gassers
(207) 496-3011

Roy Willis

CEO and President of PERC
(202) 261-2212



Propane's 100th Anniversary Celebration

The First 100 Years 1912-2012

**The approaching 100th Anniversary
of Propane Gas will occur
only once**

I trust you share our desire to make the most of this exciting milestone through coordination of **Propane's 100th Anniversary Celebrations** in every **STATE** throughout the nation and publication of **Propane's 100th Anniversary Book**.

The Ancient Gassers and Propane Heritage Preservation organizations share this enthusiasm in properly celebrating Propane's 100th Anniversary. In addition to the significant importance these projects have for those within our industry, the proposed 100th Anniversary Celebration and Anniversary Book present unique marketing opportunities which will advance consumer education and appreciation of clean burning propane fuel.

**Your comments, suggestions and
volunteerism is requested.**

For further information and volunteer applications, please visit the Ancient Gasser's website at:
www.ancientgassers.org or contact Bob Nicholson.