2016 CANADIAN FUEL MARKETING CONFERENCE: SUMMARY

An overview of the speakers and presentations from CIPMA’s Annual Canadian Fuel Marketing Conference, which took place April 11-13, 2016 in Montreal.

UPCOMING EVENTS

- Western Members’ Meeting: June 21, 2016, Calgary, Alberta
- CIPMA’s Annual Golf Challenge: September 15, 2016, Oakville, Ontario
- Annual General Meeting and Eastern Members’ Meeting: October 27, 2016, Halifax, Nova Scotia

CIPMA WELCOMES NEW MEMBER

F. Dufresne Inc.

Fuelling Canada’s Future

PLUS: Industry News Updates • Member Benefits • Upcoming Events • and More
Message from the President

Earlier this month, CIPMA was the proud host of the 2016 Canadian Fuel Marketing Conference. Attendance at the conference set a record with over 210 delegates from across Canada gathering in the great city of Montreal for three days of compelling speakers and industry-leading networking opportunities. A broad range of topics were explored by our speakers, including insights on North American energy markets, a review of the benefits of carbon pricing, and a futurist looking ahead to what’s on the horizon for our sector. You will find a summary of the event featured in this month’s newsletter.

Making this year’s conference particularly unique was the celebration of CIPMA’s 20th Anniversary. We took the opportunity to celebrate the accomplishments of the association with a Members’ Reception, reflecting on the challenges, accomplishments and growth of CIPMA and the impact it has had on the prosperity of our sector.

For those unaware of the association’s history, CIPMA was founded as a ten-member organization in 1996, striving to give a voice to Canada’s independent petroleum marketers. Today, CIPMA has over 20 Full Members representing Canada’s top independent fuel marketers from across Canada and nearly 30 Associate Members. CIPMA members now represent 36 percent of gasoline sold in Canada, 25 billion litres of fuel sold each year and our members employ over 16,000 Canadians nationwide.

The CIPMA team, past and present, has worked diligently to advance the profile of the sector through advocacy efforts at municipal, provincial and federal levels. For an overview of our latest efforts, please review our March Advocacy Update, available on the Members’ Only portal on the CIPMA website.

We are proud of what CIPMA has accomplished in the past 20 years, and the achievements of our Membership – the independent fuel marketers who, each and every day, ensure members of their community have fuel to carry on their daily lives.

Happy Anniversary CIPMA!

Sincerely,

Tricia Anderson
President and CEO
CIPMA

Table of Contents

The 2016 Canadian Fuel Marketing Conference ........................................1
Upcoming Events ................................................................................2
Member Updates .............................................................................3
Advocacy Updates ...........................................................................3
News Updates ..................................................................................4

MISSION

CIPMA’s mission is to ensure the sustainability and growth of a healthy and viable independent fuel marketing and distribution sector at both the wholesale and retail levels in Canada. Our specific goals include:

Ensuring that independent fuel marketers thrive and have the opportunity to earn a fair and reasonable return that is proportionate to their business risk and capital investment, and ensuring that Canadian consumers and independent fuel marketers have access to a competitively priced and readily available supply of fuel products in all regions of the country.
THANK YOU TO OUR SPONSORS

EXHIBITORS

OTHER CONTRIBUTORS
Each year, the CIPMA team puts great effort into bringing together speakers on the leading edge of the petroleum industry in Canada. This year, our esteemed guest speakers and workshop leaders included:

- **Pierre Desrochers**, University of Toronto
- **James Spencer**, Portland Fuels
- **Chris Ragan**, McGill University, Co-Chair Eco Fiscal Commission
- **Nik Badminton**, Futurist
- **Norman Turiano**, Turiano Strategic Consulting
- **Deanna Murlin**, Lubrizol Corporation
- **Heath Slawner**, Leadership Guru
- **John Van der Put**, TransCanada, Energy East Pipeline

Our speakers covered various topics from their respective areas of expertise, such as:

- The societal improvements which have resulted from the introduction of petroleum fuels;
- The global oil and energy outlook;
- How to achieve economic prosperity while protecting our environment;
- The future of the energy sector;
- The need to evaluate today’s opportunities to develop strategies to successfully navigate a challenging transition;
- The drive to premium fuels and how marketers can use value to differentiate and meet business goals;
- The three major shifts that can help organizations foster a trust-based culture; and
- TransCanada’s Energy East Project and the benefits it promises to deliver.
- On the final day of the conference, several attendees also enjoyed an exclusive visit of the Port of Montreal, which included an informative session on the Port’s business as the second largest container port in Canada.

Copies of the presentations will be posted in the Members Only section of [www.cipma.org](http://www.cipma.org).

Did you attend this year’s conference? If so, we would love to get your feedback and ideas for future conferences. Please complete the conference feedback survey which was emailed to you immediately after the event, and return to Rita Molinari, rmolinari@cipma.org. We would also like to extend a sincere thank you to all of our sponsors and exhibitors.

We look forward to seeing you all at next year’s Canadian Fuel Marketing Conference. We will be sharing more details about the 2017 conference as the event approaches. However, if there are topics or speakers you would like to see, please do not hesitate to reach out to Tricia Anderson directly.

Thank you to all who attended this year’s conference, and we hope to see you again in 2017.
Upcoming Events

**Western Members’ Meeting: June 21, 2016**

CIPMA’s Board of Directors will host the annual Western Members’ meeting in Calgary, Alberta on Tuesday, June 21, 2016, from 5:30-9:00 pm. More details coming soon.

**CIPMA’s Annual Golf Challenge: September 15, 2016**

CIPMA’s Annual Golf Challenge will be held at Glen Abbey Golf Club in Oakville, Ontario. Registration and sponsorship opportunities will be available in late June.

**Annual General Meeting and Eastern Members’ Meeting: October 27, 2016**

CIPMA’s Annual General Meeting will be held in Halifax, Nova Scotia on Thursday, October 27, 2016. The AGM will take place from 4:00-5:00 pm, with the Eastern Members’ Meeting following at 5:00 pm.
Government advocacy is the main priority for the CIPMA team, and having a voice on important issues at the municipal, provincial and federal levels of government is one of the key reasons why members join our organization.

CIPMA members receive bi-monthly updates on the association’s advocacy efforts, which are also posted on the Members Only section of cipma.org.

For more information with respect to our efforts, please contact Tricia Anderson.

---

TSSA workshops to be held across Ontario in June

The Technical Standards and Safety Authority (TSSA) is holding a series of Fuels Safety Industry Workshops in select cities across Ontario throughout June 2016. These two-day workshops will provide industry stakeholders with information related to key components of the new Code, including indoor and outdoor aboveground tanks, diesel engines (generators and fire pumps), exhaust/vent systems, piping installations, leak detection, residential equipment and installation, and underground tanks. Workshops will be held in the following cities: Ottawa, Sudbury, Thunder Bay, Toronto, London and Kingston. Cost of enrollment is $395.50 (HST included). To learn more and to download the registration form, click here.

---

Energy Management Institute – Canadian Courses

CIPMA members can take advantage of discounts for a number of courses provided in Canada by the Energy Management Institute including Fundamentals of the Petroleum Industry. Please contact Tricia Anderson for details or use the code CIPMAEMI. Course dates and details can be found here.

---

TSSA announces Ontario Fuel Oil Code Adoption Document 2016

The Ontario Fuel Oil Code Adoption Document 2016 (CAD), which adopts the CSA-B139 Series 15, has been approved. As a member of TSSA’s Fuel Oil Risk Reduction Group, CIPMA has been involved in several consultations in the development of this document. The effective date of the CAD will be July 1, 2016. To view the document, click here.

---

New Member

F. Dufresne Inc.

F. Dufresne Inc. is a family-owned business with over three generations of experience. With 60 years of expertise in heating oil delivery and a network of retail fuel sites, the company serves several markets in Quebec, including South Shore, Gaspe Peninsula and Portneuf. To learn more, click here.
Global oil prices tumble after 16 global producers fail to agree on output freeze

- Global oil prices and stock markets tumbled on April 18 after major oil producers failed to agree on a deal to freeze output, at a meeting in Qatar between 16 global OPEC and non-OPEC producers. Some analysts are insisting that not reaching an agreement is actually the best possible outcome for markets.

U.S. imports of Canadian crude hit record level in 2015

- Canada set a record 3.2 million barrels per day of gross crude oil exports to the United States last year, up 10 percent from 2014. In 2015, four out of every 10 barrels of oil imported by the United States were from Canada, according to a report from the U.S. Energy Information Administration.

Canadian retail gasoline prices average 103.3 cents per litre at April-end analysis

- As of April 26, the Canadian average retail regular gasoline price averaged 103.3 cents per litre, while the average retail diesel price hit 91.9 cents per litre, according to the Kent Group Ltd. For more information and analytics, click here.

Report claims recycled carbon taxes could help provincial economies

- Carbon pricing can cut greenhouse gas emissions in Canada without hurting the economy, as long as the revenue generated is effectively “recycled,” according to a new report released by Canada’s Ecofiscal Commission on April 6.

TransCanada gets permission to restart Keystone pipeline

- As of April 8, after identifying the source of a small leak that let approximately 16,800 gallons of oil seep into a South Dakota field, TransCanada Corp. received conditional approval from the Pipeline and Hazardous Materials Administration to restart its Keystone pipeline.

Oil and gas industry sees biggest two-year capital spending decline

- Canada’s oil and gas industry is on track to see its biggest two-year capital spending decline in its seven-decade history, according to the Canadian Association of Petroleum Producers (CAPP). Companies are expected to invest $31 billion in 2016, a 62 percent drop from the 2014 record of $81 billion.

Pipeline companies ordered to post emergency manuals online

- On April 5, Canada’s energy watchdog, the National Energy Board, announced that it is ordering pipeline companies to post their emergency response plans online as part of a broader effort to build public trust.

Alberta government cancels $178M job-creation program

- Less than six months after announcing a $178-million incentive program with a promise of creating thousands of new jobs, Alberta’s NDP government has scrapped the plan, “in response to a great deal of feedback”. The two-year program was introduced as part of the provincial budget in October.
Alberta government to take reins of environmental monitoring agency

- On April 5, Alberta’s Environment Minister Shannon Phillips announced that the government would disband the Alberta Environmental Monitoring, Evaluation and Reporting Agency (AEMERA), created two years ago under the Conservatives. Under the new system, the province will retain AEMERA’s independent scientific review panel, but it will now report directly to the department.

Brad Wall wins third straight majority in Saskatchewan election

- Premier Brad Wall, triumphant after a third straight majority in the election on April 5, says he’ll “defend the province’s interests and advocate for our energy sector”.

Quebec aims to reduce oil consumption by 40 percent by 2030

- On April 7, Quebec’s Liberal government said it was aiming to cut the province’s use of petroleum products by 40 percent by 2030, and would invest $4 billion to pursue that strategy.

Quebec government to announce new language rules for retail outlets

- A report from La Presse newspaper says the Couillard government is abandoning plans to force businesses like Walmart and Old Navy to add French descriptions to their English signs.

Newfoundland and Labrador budget raises HST, income and gasoline taxes

- On April 14, Newfoundland and Labrador announced the details of its budget. In addition to a hike in income taxes and HST, there will be a temporary 16.5 cent per litre increase in provincial gasoline taxes effective June 2 – double the current rate. This measure will be reviewed by the fall.

Come By Chance refinery owner warns U.S. court about risk of ‘serious disruptions’ in Newfoundland

- North Atlantic Refining Limited (NARL), the owner of the Come By Chance refinery, is in a corporate dispute with BP Products North America. The two sides have a crude oil purchase and sales agreement, however they are disagreeing over current implementation. NARL is warning that any sudden termination of the deal would jeopardize Newfoundland’s supply of electricity and fuel.

Nova Scotia Power biomass plant will no longer run 24/7

- As of April 8, the province amended renewable electricity regulations, eliminating the “must run” designation for the facility. The power company estimated it could save $9 million in 2017 by running its Point Tupper facility on an as-needed basis.