



MARKETER TECHNOLOGY TRAINING



Training includes tips on determining potential customers; economic and environmental benefits; market development and relationship evolution; best practices and case studies.

Commercial Mowers

The current economy and growing emphasis on emissions reductions makes this an ideal time to reach out to cost-conscious landscape companies to educate them on the economic and environmental benefits of propane powered mowers. Commercial propane mowers reduce greenhouse gas emissions by 48 percent compared with gasoline. There are 150,000-200,000 new commercial mowers sold each year and the OEMs are making unprecedented efforts to grow propane's share to 15% by 2015. That could translate to over 150 million gallons of propane sales each year. This workshop is designed to help you identify the opportunities for propane mowers in your community, and provide selling tools to increase your summer gallons.

On-Road Vehicles and Fleets

More than 15 million vehicles use propane autogas worldwide. Through the industry's investment in propane autogas technology, a number of new vehicle platforms are available today. With manufacturers producing existing and future products, fleet managers can be assured they are buying into solid products from well-known brands. Learn how to partner with manufacturers to offer a more sustainable solution for public and private fleets. Learn the latest technology developments and refueling infrastructure options, and test drive demonstration units. Understand federal, state and local tax credits, incentives, and grants, and master the "Fuel Savings Calculator," comparing propane autogas to gasoline using fleet managers' specific requirements. Propane autogas is a rapidly growing market and one that is important for our industry, fleet managers, and our environment.

Capturing New Gallon Opportunities

PERC's Marketer Technology Training is designed to introduce the industry to promising propane-fueled products that can offset seasonal demand. This program supports research and development efforts by enhancing marketers' understanding of applications that increase propane demand year-round. The program has been updated in 2011 to feature additional technologies and new research.

Register Now! Training limited to first 30 registrants.

Class size is limited to ensure hands-on learning and take-away value. There is no charge for this program, but no-shows will be charged a cancellation fee to cover the lunch and program materials. If you must cancel, please do so well in advance of the program so we may offer your seat to another student.

Virginia Tech Richmond Center

March 22, 2012

Time: 8:00am - 4:00pm

2810 N. Parham Road

Richmond, VA 23294

(804) 643-4433

Please submit one form per person registering.

Name (please print) _____

Title _____

Company _____

Address _____

Email _____

Phone _____

Fax _____

Return Form to:

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For more information on the Marketer Technology Training program, and to see all training sites, visit www.propanecouncil.org/MTT

Fill the Home

Irrigation Engines

Tankless Water Heaters

On-Road Vehicles & Fleets

Commercial Mowers

Generators