

# Betsi Bixby



When it comes to advising family petroleum companies, no one is better known, trusted or more respected than Betsi Bixby. She is in high demand as a speaker by many of North America's top refiners and professional petroleum associations. Her message has reached countless marketers in all 50 states at virtually every major petroleum event. Betsi Bixby delivers motivating, customized and practical presentations.



## About Meridian's Betsi Bixby:



**Betsi Bixby** and her company Meridian Associates, Inc. currently assist over 3,500 of this country's privately held, family-led petroleum companies increase cash flow and profits through education, strategic planning facilitation, merger mediation, business valuation and brokerage services. Her message is one of executable steps and core competencies that every business owner or manager needs to know.

Betsi has been the most widely read cash flow expert in the petroleum industry, where pennies not dollars dictate success, for over two decades. Through her Money Matters column published by the Petroleum Marketers Association of America (PMAA) and many state and regional petroleum, convenience store, and propane associations, years of publishing her newsletter *The Meridian Financial Advantage*, and now her PetroAnswers resource website, Betsi clarifies and simplifies complicated subjects into concrete step-by-step processes that dramatically impact company performance and profits.

A financial sharp shooter, Betsi is well known for the value she brings to businesses and the families that own them. By customer demand, Betsi began Meridian's highly acclaimed Valuation and Brokerage division in late 1999. Betsi and Meridian quickly earned a reputation for accurate market valuations and have continued to achieve great success facilitating highly confidential sales of family-owned companies.

Betsi Bixby is also well-known by major petroleum refiners, conducting training each year for the major gasoline brands. Betsi's background includes an MBA in Finance and serving as Vice President of Commercial Lending for a regional bank. She captivates convention audiences throughout the U.S. with her hard-hitting, practical key note addresses and workshops.

In 2011, Betsi became a founding member of the John Maxwell Team, intensely studying John C. Maxwell and his leadership principles based on his premise that "Everything rises and falls on leadership." Betsi traveled with The John Maxwell Team to Guatemala and Paraguay facilitating leadership roundtables. She and her team coach family business CEOs and their executive teams to new levels of personal and professional success.

In May 2015, Betsi signed a book publishing deal with noted Chicken Soup author Jack Canfield for *Soul of Success Vol 2*, where the world's leading entrepreneurs and professionals reveal their core strategies for getting to the heart of health, wealth and success. After hitting the Best Seller's list both nationally and internationally at its debut September 2015, Betsi was given the Quilly Award by the National Academy of Best-Selling Authors. Her own "7 Quick Cash Fixes" book is available in bookstores now!

With Christ-centered personal ethics, Betsi strives to be a blessing to her customers, her employees and the family businesses she loves. Residing in Weatherford, Texas where she enjoys a ranching lifestyle, complete with cattle and horses, her equestrian pursuits include a top three national ranking by The American Competitive Trail Horse Association. In 2011, she co-founded Freedom Horses, a non-profit 501(c)3 organization that links survivors of domestic violence with volunteer horse owners to build courage, compassion and confidence. Betsi is former Chairman of the Tucson YMCA, former President of Greater Tucson Leadership, and former President of Soroptimist International of Tucson. Betsi considers her greatest accomplishment to be her daughter Sheila, who achieved a Masters in Behavioral Health Counseling and now resides in Austin.

**BETSI BIXBY PRESIDENT**



## Partial List of Speaking Engagements:

### ASSOCIATIONS, REFINERS

BP AMOCO - BPAMA  
 CFN - Chevron Global Lubricants  
 Chevron Products - Chevron Refiners  
 Chevron USA - Citgo  
 Conoco, Inc. - ConocoPhillips - CPMA - Exxon  
 Marathon - Mid-Atlantic Petroleum Marketers  
 Midwest Propane Gas Association - Mobil  
 National Association of Shell Marketers  
 National Association of Truck Stop Owners  
 National Oil Heat Research Alliance -  
 Northwest Propane Gas Association  
 Pacific Oil Conference - Pacific Pride -  
 Phillips 66 - PMAA Leadership  
 PMAA National Oil Heat Institute -  
 SIGMA - Southeastern Credit Association  
 Texas Propane Gas Association  
 Western Petroleum Marketers Association  
 Western Propane Gas Association



### STATE ASSOCIATIONS

Alabama Oilmen's Association - Arkansas Oil Marketers Association  
 California Independent Oil Marketers Association - Colorado Wyoming Petroleum Marketers Association  
 Empire State Petroleum Association, Inc. - Florida Petroleum Marketers Association  
 Georgia Association of Convenience Stores - Georgia Oilmen's Association  
 Illinois Petroleum Marketers Association - Independent Connecticut Petroleum Association  
 Indiana Petroleum Marketers & C-Store Association - Kentucky Petroleum Marketers Association  
 Louisiana Oil Marketers Association - Maine Oil Dealers Association  
 Minnesota Petroleum Marketers Association - Mississippi Petroleum Marketers Association  
 Missouri Petroleum Marketers Association - MPACT - Nebraska Petroleum Marketers  
 Nevada Petroleum Marketers Association - New Mexico Petroleum Marketers Association  
 New Mexico Propane Gas Association - North Carolina Association of C-Stores  
 North Carolina Petroleum Marketers Association - North Dakota Petroleum Marketers  
 Ohio Petroleum Marketers Association - Oklahoma Petroleum Marketers Association  
 OMEGA-WV Oil Marketers & Grocers Association - Oregon Petroleum Marketers Association  
 Pennsylvania Petroleum Marketers Association - Petroleum & C-Store Association of Alabama  
 Petroleum Marketers and C-Store Association of Kansas - Petroleum Marketers Association of Wisconsin  
 Petroleum Marketers of Iowa - South Carolina Petroleum Marketers Association  
 South Carolina Association of C-Stores - South Dakota Petroleum and Propane Marketers Association  
 South Dakota Association of Convenience Stores - Tennessee Oil Marketers Association  
 Texas Petroleum Marketers and C-Store Association - Texas Propane Gas Association  
 Virginia Petroleum Jobbers Association - Washington Oil Marketers Association - Wisconsin Propane Gas Association

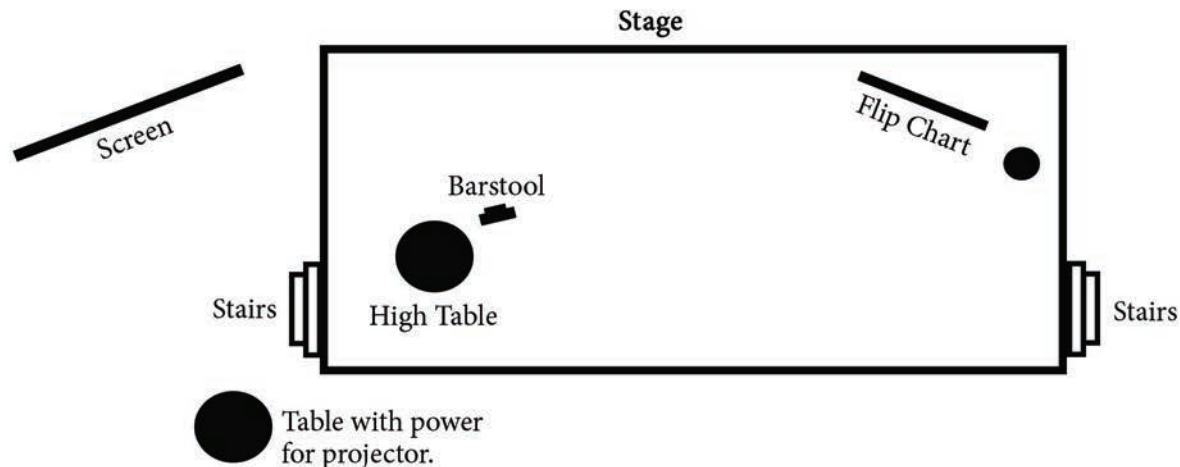


**Speaking Engagement Set-Up Preferences:**



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- Classroom seating preferred (if audience size permits, end wings slanted toward center)
- 2'X6" table (for materials)
- Power strip (for computer)
- Small round table for projector with power and connections to monitor off stage
- Computer projector system
- Cordless lavalier microphone
- Screen
- Cocktail table and bar stool on stage (no podium)
- Flipchart with small round table and markers(for groups of less than 100)
- Riser (for groups of 100 or more)
- Video provided for Introduction  
 - <https://askmeridian.wistia.com/medias/ep4ijds6cu>





## Keynote Presentation Topics:

On stage Betsi is a powerhouse of ideas, information, and more importantly, ACTION – just what you need to propel your audience to new levels.

### ***Smashing the Hidden Roadblocks to Success***

Like most petro leaders, you likely spend a lot of your time driving margins, driving sales, driving efficiency, driving culture and strategy. Yet yours and every business is needlessly losing profit dollars because you and your well-meaning team avoid prickly conversations. You know them, those conversations that go on daily in your head but don't get addressed. Attend this powerful session where you'll learn how to thoroughly prepare for even the most difficult conversation so it goes smoothly without anger, plus learn about marketers who removed long-term roadblocks using this technique, catapulting their companies to record success.

### ***Driving a Culture Where Success Grows to Significance***

Financial success is a powerful motivator. It controls your life, your direction and your energy. And in the petro world, success is commonly defined by profit. Success is achieved by adding value to yourself and your company but true success only comes when you add value to others. That's significance. And when you as a leader translate significance into your culture, and then drive that culture, you will truly understand just how satisfying significance is to you, your team and everyone who touches you. Whether you are far down the culture and core values path, or haven't even started, come be inspired by what you can achieve. You'll be provided with a step by step process used successfully to define, set and drive culture where success grows to significance.

### ***How to have Your Most Profitable Year Ever***

Do you think success is primarily about core competencies – supply, operations, and marketing? While these count, in today's new world, it's leadership ability more than anything else that dictates results. It's the ability to initiate and coach positive change. To win the hearts, minds and wallets of your customers, you must win the hearts, minds and dedication of your team. And now with generational differences and even more complexity than ever, that is not easy. Drawing from over 25 years of experience as a trusted advisor to family petroleum companies, Betsi Bixby will shatter the myths. She'll share with you the shocking world and industry changes that mean you can't just do business as usual and expect to keep winning. Come discover what the best of the best are doing so you too can create the bottom line results you and your team so richly deserve for your hard work and dedication.



### **Past topics:**

- o Successfully Expanding the Family Business
- o Marketer Challenges and Success Strategies
- o 7 Steps to Conquer Cash Flow...Once and For All!
- o What Every CEO Should Know About Receivables, Credit and Collections
- o The Seven Dangers Facing the Petroleum Industry Today
- o Mergers, Acquisitions, and Rollups – What's Working, What Isn't?
- o What's a Petroleum Company Worth Today?
- o Only Cash Counts – 10 Proven Techniques to Increase Cash Flow
- o Get Efficient or Get out

Don't see a topic that fits? Speak with Betsi one-on-one about a customized presentation for YOUR next event.



M E R I D I A N  
BLESSING FAMILY BUSINESSES  
ACROSS GENERATIONS

Affiliated with:

Betsi Bixby is a columnist for PMAA Journal as well as featured in numerous State Petroleum Association publications and E-Newsletters, The Wall Street Journal and has been seen on A&E and Bravo telecast/television.



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## Speaking Testimonials:

"I want to thank you for being a Learning Speaker at the North American Marketing Convention. Your presentations were definitely one of the highlights of the Learning Sessions. Your knowledge and experiences made the presentations educational, engaging and entertaining. Your participation definitely helped bring the sessions to a higher level of quality.

*Listed below are some of the comments received from the Chevron employees and retailers who attended your presentations:*

"Betsi always gives the best presentations with the best information."

"Betsi is an excellent presenter – focused and fun. Information was interesting and thought provoking."

"Great Topic and right to the core with recommendations on how to improve business."

"As always, a 10!"

Again, thank you for your hard work and support."

**Elizabeth Wood** *Chevron Products Company*



"The members of MPMCSA thoroughly enjoyed your presentation at our Educational Workshop in Biloxi. You always leave them with valuable information and an abundance of ideas to take home with them. I'm sure once they put those ideas in place at their companies they realize again just how valuable your suggestions are. I made the statement this year after your presentation that so many of the statements you made could be applied to life in general. You were addressing a group of petroleum dealers but I left there with a renewed confidence that I too could make some positive changes in my life. The thoughts of those changes have been a part of my prayers since. All of this to say I found your presence to be very inspirational. I don't know about others but it was so clear to me that God's presence was in that room."



**Bobbi Wettach** *Mississippi Petroleum Marketers and Convenience stores Association*

"This year's M-PACT show was a tremendous success.

Your presentations,  
*What are your financials telling you?*

*And Mastering*

*Today's Marketers Challenges,*  
were both timely and relevant.

Both thought-provoking presentations afforded Midwest marketers and retailers the opportunity to gain valuable insight upon which they can rely to fuel their business' success for years to come."



**Shane Schaefer** *M-PACT*



## Speaking Testimonials:

“We would like to thank you for a very well organized and professional presentation to our members and guests at our annual Ohio Petroleum/C-Store Expo and Convention. You did an excellent job and your message, “Get Efficient or Get Out” was well received by the audience and pertinent to today’s industry changes.”

**Karen Dreyer** *Ohio Petroleum Marketers Association*

“Thank you for taking the time to deliver a very beneficial and informative message to the Midwest Propane Gas convention. We realize that you are very busy and your willingness to participate was greatly appreciated. Your contribution was an added success to the show and helped us to successfully achieve our goal to provide a valuable message to our attendees. Your presentation “Increasing Cash Flow & Profitability” was well received.

**David Bixler** *Midwest Propane Gas Convention and Trade Show*

“It was no surprise that you again did a terrific job for us at our annual convention. Your workshop on *Growth Through Acquisitions* was very popular and received the highest rating from those attending. We are pleased with the success of our convention and you contributed to that success.”

**Gerald Tedrow** *Western Petroleum Marketers Association*

