

**Betsi Bixby** and her company Meridian Associates, Inc. currently assist over 3,300 of this country's petroleum marketers 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 petroleum marketer needs to know.



**Betsi Bixby**

**The Industry's  
Cash Flow  
Strategist**

Betsi has been the most widely read expert in the industry for almost two decades. Through her Money Matters column published by the Petroleum Marketers Association of America (PMAA) and many state and regional petroleum, c-store, and propane associations, years of publishing her subscription newsletter, and now her PetroAnswers website. Betsi clarifies and simplifies complicated subjects into concrete step-by-step processes that dramatically impact company performance and profits. Betsi is also a member of the National Petroleum News (NPN) and SIGMA Editorial Advisory Boards.

A financial sharp shooter, Betsi is well known for the value she brings to the industry. Each year since 1992, hundreds of marketers attend Betsi's hard-hitting three-day workshop, now dubbed "The Best Workshop in the Industry."

By customer demand, Betsi began Meridian's highly successful Valuation and Brokerage division in late 1999. Betsi and Meridian quickly earned a reputation for accurate valuations and have continued to achieve great success facilitating highly confidential sales of family-owned petroleum companies. Now the leading provider of business valuations to the industry, Meridian maintains the most trusted and complete database of privately held family petroleum businesses throughout the nation.

**Betsi Bixby** is also well-known by major refiners, conducting training for the major brands. She also ran a financial study group sponsored by Exxon for their lubricants master jobbers prior to their merger with Mobil. Betsi's background includes an MBA in Finance. She captivates convention audiences throughout the U.S. with her "20 Ways to Increase Cash Flow" and other hard-hitting, practical programs with take-away audience value. Her most requested recent topic is "Growth Through Acquisitions", a seminar that focuses on common merger and acquisition pitfalls.

With Christ-centered personal ethics, Betsi strives to be a blessing to her customers, her employees and the industry she loves. Betsi resides in Weatherford, Texas where she enjoys a ranching lifestyle and shares her passion for horses with her husband, best friend, and soul mate Nick Bixby. Betsi is former Chairman of the Tucson YMCA, former President of Greater Tucson Leadership, and former President of Soroptimist International of Tucson.



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