

January 20, 2012

Visit us online at www.wpma.com

WP-01-20-12

2012 WESTERN PETROLEUM MARKETERS CONVENTION & CONVENIENCE STORE EXPO LAS VEGAS, NEVADA

Make your plans now to attend the 2012 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada. Our keynote speaker will be Ben Stein. Mark your calendars for February 21-23, 2012.

Access the WPMA National Convention page by scanning the QR code on the left with your smart device.

WPMA CONVENTION SMART PHONE APP ADVERTISING OPPORTUNITIES

WPMA is offering a unique way to give your company more visibility at the WPMA 2012 Convention and Convenience Store Expo, with an exclusive Smart Phone App sponsorship. For a \$3500 sponsorship fee, the smart phone app sponsor will receive a full-screen ad displayed for ten seconds every time the app is accessed. Included with this sponsorship is a scrolling banner ad, one of only ten ads that will scroll at the top of the screen when the WPMA convention app is in use.

The scrolling banner ad is a second advertising opportunity. Each banner ad will display on the smart phone for five seconds in random order while the WPMA convention app is in use. Only ten banners will be sold, so your name will be very visible to all who use the app. The WPMA Convention app received great reviews at the 2011 show, and we look forward to even more users this year.

For more information, to sponsor or to purchase a scrolling banner ad, please contact Jamie Wood at 801-263-9762, or e-mail jamiew@wpma.com.

SCHOLARSHIP APPLICATION DEADLINE APPROACHES!

The time is fast approaching when the WPMA scholarship recipients for 2012 will be selected. March 1, 2012 is the cut-off date for applications to be postmarked and mailed to the WPMA office. Usually, there are less than 20 applicants for each WPMA state and the associate member scholarship, which makes the chances of receiving a scholarship very good. Applicants must be graduating high school seniors, and the son or daughter of a full-time employee of a WPMA member or associate member company. Applicant qualification information and the scholarship applications are available to download at www.wpma.com, under the Scholarship link at the top of the home page. As a reminder, the WPMA scholarships pay \$500 per semester for up to eight semesters, for a total of \$4,000. **Employers, please remind your employees to download an application right away, and give their students a chance for some extra financial help in college!**

PLEASE SUPPORT THE SCHOLARSHIP FOUNDATION AND SILENT AUCTION!

In 2012, the WPMA Scholarship Foundation will award \$32,000 in scholarships to graduating high school seniors. The Foundation receives a large portion of its working capital through income from the annual Scholarship Silent Auction held at the WPMA convention in February. Please support the Scholarship Foundation by donating an item to the 2012 Scholarship Silent Auction.

Past Silent Auction donations have included tickets to sporting events, vacation packages, decorator items, electronics, sports equipment, logo clothing, jewelry, tools, accessories, etc. Silent Auction donation forms are available on the WPMA website, www.wpma.com, under the Scholarship link. Donations to the Foundation are tax deductible, and donors will receive recognition on convention signage and in the Expo program, in the Silent Auction brochure and next to the item in the auction.

If you have questions, please contact Kathy Michaelis at the WPMA office: 888-252-5550, or e-mail kathym@wpma.com.

PMAA TASK FORCE EXAMINES PROPOSED UST REGULATIONS

The PMAA UST Task Force met this week in Baltimore, MD to draft written comments on the U.S. EPA's proposed changes to federal underground storage tank regulations. The EPA rule would implement many of the provisions required by the Energy Policy Act of 2005, including UST operator training requirements as well as secondary containment for new and replaced tanks, piping and dispensers. The proposed rule would also incorporate existing EPA guidelines on compatibility of mid-range ethanol and biodiesel blends with existing UST system components. Included in the proposed rule is a series of monitoring and integrity testing standards for interstitial areas of secondarily contained tanks and piping. The group also considered the regulatory impact on tank owners of each proposal and analyzed the EPA's small business regulatory impact analysis for accuracy.

Task Force members expressed concern that the heavy regulatory burden imposed by the proposed requirements for monitoring and testing secondary containment would create a disincentive for single walled equipment owners to upgrade. The proposed testing requirements for interstitial spaces by pressurization with air or water could also damage older equipment that is not designed for such tests and void manufacturer warranties. The group found that the EPA cost estimates for determining regulatory impact were grossly underestimated. Given the EPA concern about the risk of equipment failure resulting from improper installation, the group felt the EPA should focus on installer certification programs and standards for installation and initial testing.

The Task Force will continue developing a response to the proposed rule over the coming month. Comments are due to EPA by February 16, 2012.

OBAMA'S COUNCIL ON JOBS ENERGY REPORT

On Tuesday President Obama's 27-member Council on Jobs and Competitiveness released a report urging the Administration to open more federal lands to energy development, to speed permitting of new pipelines and transmission projects, to sustain investments in research and development, and to extend energy tax credits and increase energy efficiencies in order to create jobs and strengthen energy security. The government should continue to expand use of renewable energy, but global demand for fossil fuels will increase as people in developing countries rise to middle-class lifestyles. According to the final report, over time, innovation and technological advancements will reduce America's reliance on fossil fuels, but until then we need to be "all in."

Many argue the findings are inconsistent with the Administration's barring of development in the Atlantic and Pacific oceans and the slow approval for development of oil-rich waters near Alaska. Of course, many business leaders, including petroleum marketers and lawmakers of both parties have urged the President to approve the Keystone XL pipeline. The council, chaired by General Electric Company CEO Jeffrey Immelt, also recommends that the President encourage production on leases the oil and gas industry already owns.

PRESIDENT OBAMA REJECTS THE KEYSTONE XL PIPELINE

On Wednesday President Obama denied a permit for the Keystone XL Pipeline citing that the State Department needs more time to review the pipeline even though it is estimated to create at least 20,000 US jobs and bring oil supplies to Gulf Coast refineries.

Included in H.R. 3765, the "Temporary Payroll Tax Cut Continuation Act" that was signed into law last month, was language that required the President to make a decision on the pipeline by February 21. Wednesday's announcement came unexpectedly and has frustrated House and Senate Republicans.

Last week, Senators John Hoeven (R-ND), Minority Leader Mitch McConnell (R-KY), Richard Lugar (R-IN), David Vitter (R-LA), Lisa Murkowski (R-AK) and Mike Johanns (R-NE) indicated that they intended to draft legislation that would give Congress the ability to approve the pipeline should the President reject it. Citing the powers given to Congress in the Constitution to regulate commerce with foreign nations, Senator Hoeven believes Congress has the ability to approve the pipeline without the President's consent. PMAA supports efforts in the House and Senate to have the pipeline approved as soon as possible.

Most labor unions along with API and the U.S. Chamber of Commerce support the Keystone XL Pipeline. However, environmental groups adamantly oppose the pipeline arguing that the project wouldn't create thousands of jobs and that the carbon emissions from Canadian tar sands would negatively impact the environment. They've also threatened to withhold support for the President in the 2012 reelection cycle.

PMAA is greatly disappointed in the President's decision to deny the permit, and plans to initiate a strong grassroots communications campaign following next week's House Energy Committee's congressional hearing on Keystone.

WPMA MEMBER SERVICES



MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2012

May 9-10, 2012– NPM&CSA Convention – Las Vegas, NV

June 5-7, 2012 – MPMCSA Convention – Billings Hotel and Convention Center – Billings, Montana

June 18-21, 2012 – WOMA Convention – Suncadia Lodge – Cle Elum, Washington

June 21, 2012 – UPMRA Summer Golf Classic – Old Mill Golf Course – Draper, UT

August 1-3, 2012 – IPM&CSA Convention – Coeur d'Alene Resort, Coeur d'Alene, Idaho

August 15-16, 2012 – UPMRA Convention – Zermatt Resort (tentative), Midway, UT

August 27-29, 2012 – NMPMA Convention and Trade Show – Embassy Suites – Albuquerque, New Mexico

Petro Pete: “Give me ambiguity or give me something else.”

© 2011 Western Petroleum Marketers Association - All rights reserved. No part of this work may be reproduced or copied in any form or by any means - graphic, electronic, or mechanical, including photocopying, recording, or otherwise. The information herein is also intended for the sole purpose of members of the Western Petroleum Marketers Association (WPMA). Any other use is strictly prohibited without the express written consent of the WPMA.

If you do not wish to receive information via fax or e-mail, please contact WPMA at: (801) 263-9762, Fax: (801) 262-9413, or e-mail: janr@wpma.com. Thanks.

Classified Ads

FOR SALE

Refrigerated Walk in Box

- 9' 8" deep X 37' long
- 12 heated reach in doors
- 1- walk in door complete with racks and shelves

WANTED

Looking for late model 4500 gallon, 4 or 5 compartment truck tank with barrel boot, dual pumping system.

Contact:

ELLIS L PIERCE
PIERCE OIL COMPANY, INC.
PO BOX 792
332 WEST RAILROAD AVENUE
PRICE, UTAH 84501
435.637.3211
435.637.6628 FAX



Date of Event: *February 21 - 23, 2012*
SCHOLARSHIP FOUNDATION
SILENT AUCTION DONATION FORM



The WPMA Scholarship Foundation needs your help!

Please support the WPMA Scholarship Program by donating generously to the Scholarship Foundation Silent Auction at the Western Petroleum Marketers and Convenience Store Expo in Las Vegas on **February 21 - 23, 2012**.

You are donating to a very worthy cause — the education of our future leaders. Your donation is tax deductible and your company will also receive name recognition and exposure!

Your name will be listed:

- ✓ **In the 2012 Convention Program**
- ✓ **On scholarship signage at the convention**
- ✓ **In the Silent Auction brochure that is distributed in all convention attendee packets**
*(if donation is received before **February 1, 2012**)*
- ✓ **On a sign next to the item in the Silent Auction**
- ✓ **In the 2012 Post Convention *Western Petroleum Marketers News (WPM News)* Magazine**

Company Name: _____

Name of person making contribution: _____
*(Please check box if individual name is to be listed **instead** of company name in brochure and on signage)*

Address: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____

I would like to donate:

\$ _____ Cash directly to the Scholarship Foundation

An item for the Silent Auction (if box is checked ✓ please fill in 1-3)

1. Item to be donated: _____

2. Description of item (details for silent auction brochure - style, make, etc.): _____

3. Approximate market/retail value of item: _____

Return form via **fax** to Kathy at WPMA: (801) 262-9413, **e-mail** to kathym@wpma.com,
or **mail** to: WPMA, Kathy Michaelis, PO Box 571500, Murray, UT 84157-1500

The WPMA Scholarship Foundation has been designated a 501 (c) (3) charitable foundation by the Internal Revenue Service. ***Donations are tax deductible.***