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WP-05-31-13



## **WPMA ANNOUNCES 2014 KEYNOTE SPEAKER**

### **Mike Walsh**

Founder and CEO of Tomorrow, a consumer innovation research lab, Mike Walsh advises some of the world's leading brands and corporations on what's coming next in their industry. Author of the best seller *FUTURETAINMENT*, he is a leading authority on the intersection of emerging technologies, consumer behavior and fast growth markets. As a global nomad and consumer trend scout, Mike does live research, in the trenches, with big corporations and entrepreneurs all over the world bringing a truly global perspective to every event. He distills the most relevant insights into tailored keynotes that allow any audience to not only understand, but also start to influence the future direction of their industry. Rather than focusing on the distant future, Mike focuses on the next five years - scanning the near horizon for disruptive technologies and consumer innovations on the verge of hitting critical mass - then translating these into usable business strategies. His views have appeared in a wide range of international publications including *Business Week*, *Forbes* and *Wallpaper Magazine*.

### **Corporate Experience**

Always in demand for his fresh insights and practical future-focused strategies, Mike has advised the CEOs and senior management teams at multinational companies including: the BBC, Fujifilm, Richemont, MSN, Star TV, Televisa, Philips, and HSBC.

Mike's personal manifesto: "Everything is changing. How we live, how we work and how we play. But to understand the future you need to focus on anthropology (the study of human beings) not technology. After all, as interesting as it is when things change, the real magic happens when people do."

### **REMINDER: SUMMER VOLATILITY SEASON IMPACTS ETHANOL-BLENDS**

The summer volatility season is here and the Blend Your Own (BYO) Ethanol Campaign would like to remind marketers and station owners what that means for them.

**E10 (10% ethanol, 90% gasoline)** is allowed a one-pound vapor pressure waiver during the summer volatility season, which runs from June 1 to September 15 each year. This has been commonplace for years, but many believe that this waiver is for all blends up to 10% ethanol. According to law, the waiver is only good on blends between 9 and 10% ethanol. Anything below that would not qualify for the waiver and would have to meet the same volatility standards as gasoline. Anything above that would be considered E15, and would require additional labeling and registration.

**E15 (15% ethanol, 85% gasoline)** is now being sold in 6 states. E15 was not extended the 1# waiver currently offered to E10, it must meet a federal RVP cap of 9 pounds during this timeframe. This cap is only achievable with low RVP gasoline, which is commonly found in SIP or RFG areas and must be at 8 pounds or less on RVP. Retailers offering E15 today have three options from June 1 to September 15:

- Stop offering E15.
- Change labeling for E15 and offer it to flex-fuel vehicles only.
- Locate low RVP blendstock to meet the 9# federal cap.

For more information on E15, please refer to the RFA's E15 Retailer Handbook found here:

[www.EthanolRFA.org/E15RetailerHandbook](http://www.EthanolRFA.org/E15RetailerHandbook)

**E85 (85% ethanol, 15% gasoline)** is adjusted for RVP seasonally to allow for better starting in colder weather, and is normally a transparent switch for those that take delivery of a pre-blended product. More hydrocarbon is added to E85 in the winter to increase the blend's vapor pressure. However, if a station owner is using blender pumps and diluting E85 to make other blends, it is important to have your blender pumps calibrated when that switch is made to ensure your other blends have the appropriate volume of each product. It is also important to ensure that your product meets the specification outlined in ASTM D5798-12, and is ordered as such. This will protect you and your customers. Those blending E85 need to make sure they follow the specification, especially during seasonal changes that cause variation in ethanol content.

It is important to note these seasonal changes and how they can affect your business. Marketers and station owners should examine these issues carefully, and are welcome to contact members of the BYO Ethanol Campaign for

clarification or advice. We encourage everyone to visit [www.BYOethanol.com](http://www.BYOethanol.com) for more information.

Retailers with questions can contact Robert White, Renewable Fuels Association (RFA), at [rwhite@ethanolrfa.org](mailto:rwhite@ethanolrfa.org) or 402-391-1930, or Ron Lamberty, American Coalition for Ethanol (ACE), at [rlamberty@ethanol.org](mailto:rlamberty@ethanol.org) or 605-334-3381.

The Blend Your Own (BYO) Ethanol Campaign is a joint effort of the American Coalition for Ethanol ([www.ethanol.org](http://www.ethanol.org)) and the Renewable Fuels Association ([www.ethanolrfa.org](http://www.ethanolrfa.org)). We have come together to bring you complete and timely information on ethanol blending, mid-level ethanol blends, E85, E15, blender pumps and infrastructure incentives.

### **API SEEKS COMMENTS ON RP1640**

The American Petroleum Institute (API) is now accepting comments on a proposed new Recommended Practice 1640, Product Quality in Light Product Storage & Handling Operations, 1st Ed. This RP will offer guidance on equipment standards and operating procedures for the receipt, storage blending and delivery of non-aviation light products, their blend components, and additives at distribution and intermediate storage terminals, including related operations of pipeline, marine vessel (barge or ship) and road and rail transport.

To view the document, [click here](http://ballots.api.org/marketing/ballots/docs/1640%20e1%20PP3.pdf) (<http://ballots.api.org/marketing/ballots/docs/1640%20e1%20PP3.pdf>). Comments are due by June 26, 2013.

### **HOUSE GOP FLOATS DRAFT BILL TO EXPAND OIL DRILLING**

Next month, House Natural Resources Committee Chairman Doc Hastings (R-WA) plans to introduce legislation to expand offshore oil and gas drilling which would also include a revenue sharing plan with coastal states. Revenue generated from offshore drilling would be shared with coastal states as high as 37.5 percent. The draft bill would open new areas off the East Coast to production and create an undersecretary position subject to Senate confirmation to oversee all onshore and offshore energy production. The coastal state revenue sharing proposal mirrors bipartisan legislation introduced by Sen. Mary Landrieu (D-LA) and Lisa Murkowski (R-AK) earlier this year.

Senate Energy and Natural Resources Committee Chairman Ron Wyden (D-OR) has indicated he's open to the idea of coastal states receiving a piece of the revenues. However, the draft legislation faces an uphill battle with Senate liberals who are opposed to any type of expanded oil and gas drilling as well as Senators who would rather have the revenue collected from federal resources to go to the U.S. Treasury – not individual states.

### **API ISSUES "RECIPE FOR DISASTER"**

Last week the American Petroleum Institute (API) published its "Recipe for Disaster" which highlights many of their concerns about EPA regulations, oil drilling limits and tax increases. The report asserts that a variety of federal policies could result in disastrous gasoline price increases.

To view the report, [click here](#) .  
([http://api.org/~media/Files/Policy/American-Energy/RecipeForDisaster\\_Card\\_v3.pdf](http://api.org/~media/Files/Policy/American-Energy/RecipeForDisaster_Card_v3.pdf))



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\*See Rates and Services Chart for detail of Savings and Discounts, which depend on total weekly gross shipping charges incurred.

## VISIT THE NEW WPMA PETROLEUM MARKETERS SUPPLY GUIDE

The Western Petroleum Marketers Association (WPMA) is pleased to announce that we have recently partnered with MultiView, Inc., an Irving, TX, publisher of Digital Buyer's Guides and E-News Briefs, to launch the *Petroleum Marketers Supply Guide*.

### **About the Petroleum Marketers Supply Guide**

Our online vendor search is designed specifically for petroleum marketers, refiners, and c-store operators. Easily accessible from a link on the WPMA Web site home page ([www.wpma.com](http://www.wpma.com)) the marketplace enables users to conveniently perform targeted searches for industry-related products and services using either a user-defined keyword search, or an alphabetized category and sub-category directory search.

Unlike traditional search engine results that can generate numerous irrelevant results - and slow down your procurement process - the *Petroleum Marketers Supply Guide* is filled with industry-specific suppliers and service providers.

We feel confident you will find the *Petroleum Marketers Supply Guide* a valuable tool for researching, selecting and purchasing the resources you're looking for. Please click [here](http://petroleummarketersupplyguide.com/) (<http://petroleummarketersupplyguide.com/>) to visit the guide to see how it can work for you.

If you are a supplier or service provider, a listing in the *Petroleum Marketers Supply Guide* will ensure that your company's brand and message are easily accessible to the buyers who matter most to you. If you are interested in learning more about how to feature your company in the marketplace, please contact MultiView at 800-816-6710 or by email at [wpma@multiview.com](mailto:wpma@multiview.com).

## 2014 WESTERN PETROLEUM MARKETERS CONVENTION & CONVENIENCE STORE EXPO LAS VEGAS, NEVADA

Start planning now to attend the 2014 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada. Mark your calendars for **February 18-20, 2014**.

## MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2013

**June 4-6, 2013** - Montana (MPMCSA) Convention - Holiday Inn Grand - Billings, Montana

**June 17-20, 2013** - Washington (WOMA) Convention - Suncadia Lodge - Cle Elum, Washington

**June 20, 2013** – UPMRA Summer Golf Classic – South Mountain Golf Course – Draper, Utah

**July 31-August 2, 2013** - Idaho (IPM&CSA) Convention - Sun Valley Resort - Sun Valley, Idaho

**August 27-29, 2013** – New Mexico (NMPMA) Convention – Albuquerque Marriott Pyramid North, Albuquerque, NM

**September 12-13, 2013** - Utah (UPMRA) Convention - Zermatt Resort - Midway, UT

Petro Pete: *"I was so naïve as a kid I use to sneak behind the barn and do nothing."*

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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](mailto:janr@wpma.com). Thanks.



## WPMA MEMBER SERVICES



# Classified Ads

## EMPLOYMENT OPPORTUNITY



**Al Park Petroleum** is looking for a **Sales Rep** to cover Northern Nevada. Experience with fuel and lubricants required. Excellent pay and benefits.

Applicants should send their resume to [alpark@frontiernet.net](mailto:alpark@frontiernet.net).