

October 22, 2010

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DENNIS MILLER TO KEYNOTE WPMA CONVENTION



WPMA 2010-2011 President Rob Franklin is excited to announce Dennis Miller, “one of the premiere comedy talents in America today...” as the 2011 WPMA Convention keynote speaker. A man of many talents, Dennis Miller is a comedian, author, correspondent, host, political commentator, and a five-time Emmy award winner for his critically acclaimed HBO talk show “Dennis Miller Live”. He can currently be heard daily on “The Dennis Miller Show”, and in his frequent appearances on Fox News Channel’s “The O’Reilly Factor”. Come and join us at the WPMA Convention in February, and be sure to attend the Keynote session, featuring the irreverent and satirical humor of Dennis Miller.

WPMA 2011 EARLY BIRD TOP SPONSORS

WPMA thanks our Early Bird Top Sponsors of the 2011 Western Petroleum Marketers Convention and Convenience Store Expo.



PLEASE SUPPORT THE SCHOLARSHIP FOUNDATION SILENT AUCTION

In 2011, 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 2011 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. The donation is tax deductible, and donors will receive recognition on convention signage, 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.

USDA ANNOUNCES PUSH FOR 10,000 BLENDER PUMPS IN FIVE YEARS

Yesterday Tom Vilsak, Secretary of Agriculture, outlined a series of policy initiatives in a speech to promote the production of fuel from renewable sources. The Secretary announced several measures including the goal of 10,000 blender pumps installed over the next five years. Recognizing that petroleum marketers will need financial help to install new equipment, the Secretary directed the Rural Development Agency within USDA to use existing resources to provide financial assistance to marketers.

PMAA staff and Matt Bjornson, Chairman of the Alternative Fuels Task Force, met with USDA officials a few weeks ago to offer ideas for expanding ethanol markets and the use of blender pumps. PMAA pledged their support towards helping USDA and the Office of Rural Development implement the blender pump initiative.

BANK OF AMERICA BLAMES THIRD QUARTER LOSS ON SWIPE FEE REFORM

The Boston Globe reported this week that Bank of America (BOA) blamed its \$7.3 billion third quarter loss on the pending rulemaking from the Federal Reserve to regulate swipe fees on debit transactions. BOA noted in a statement yesterday that it took a \$10.4 billion accounting charge to reflect the reduced value of its debit card business.

The bank also announced it is preparing new banking options for its customers, which may mean monthly fees or account minimums. BOA currently incentivizes its customers to bank online for free. BOA is likely to be one of many banks that adjust operations to reflect the likelihood of reduced revenue as a result of the Dodd-Frank Wall Street Reform law.

PMAA and MPC are working with the Federal Reserve to draft rules that ensure interchange fees are "reasonable and proportional" to the cost of the transaction as required in the law.

OCTOBER IS FIRE PREVENTION MONTH

Fire remains a major risk to businesses and prevention is the best defense. However, some fires are not preventable, so your business should be prepared just in case.

Do you have a fire escape plan? Do employees know where the fire extinguishers are and how to use them? Are smoke alarms installed and functioning properly? Do all employees know what to do in the case of a fire?

For more information, please contact your local Federated Marketing Representative or PMAA's National Account Executive [Nate Oland](#) at 800.533.0472 for more information.

FOLLOW US ON FACEBOOK AND TWITTER

WPMA has now joined the Facebook and Twitter communities! Please visit us and become a fan, and stay on top of the latest updates, events and announcements from WPMA and the WPMA state associations.

To follow us on Twitter, go to twitter.com/WPMA_NOW.

The first 25 followers on Twitter will be entered into a prize drawing for a special gift from WPMA!

REGISTER ONLINE FOR THE 2011 WPMA CONVENTION & CONVENIENCE STORE EXPO

Start planning now to attend the 2011 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada, **February 22-24, 2011**.

You may now register online for the 2011 WPMA Convention & Convenience Store Expo.

Go to: <http://www.wpma.com/national-convention>

Petro Pete: "I used to eat a lot of natural foods until I learned that most people die of natural causes."

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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. Thanks.