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**WPM NEWS HOLIDAY GREETINGS**

Here's a unique way to say "Happy Holidays" to your customers, associates and friends! The winter issue of Western Petroleum Marketers News magazine includes festive business card greetings from WPMA members, associate members, board members and staff. You can include your business card in the magazine greetings for the low price of \$155. Cards are due in the WPMA office by November 1st. For more information on this and other advertising opportunities, visit the WPMA website: [www.wpma.com](http://www.wpma.com), and click on Advertising at the bottom of the home page.

**YOU CAN CONTRIBUTE!**

WPMA welcomes industry-related articles, editorials and comments for publication in *Western Petroleum Marketers News* magazine. All members and associate members of WPMA are eligible to submit items for publication. Articles will be included as space allows, and no self-promoting articles or editorials will be accepted. WPMA reserves the right to edit and make adaptation of such contributions to accommodate the magazine's space and style. Please submit articles or content to Jan Roothoff, WPMA Administration/IT Director at [janr@wpma.com](mailto:janr@wpma.com), or mail to Jan Roothoff, Western Petroleum Marketers Association, PO Box 571500, Murray, UT 84157-1500.

**WPMA CONVENTION LANYARD SPONSORSHIP AVAILABLE**

Would you like to boost your visibility at the 2012 Western Petroleum Marketers & Convenience Store Expo? Our EXCLUSIVE sponsorship for the 2012 WPMA Convention lanyards would give you just that, for a cost of \$5,000. Your company will receive the benefits of the convention Sapphire Sponsorship, which includes two banners hung in the trade show area (provided by you) and listing on convention signage and in the Expo Program as a Sapphire Sponsor (a \$2500 benefit). This is a year-round sponsorship, since we will use the lanyards at all of our 2012 state conventions in Idaho, Montana, New Mexico, Utah and Washington, to increase your visibility.

We know this opportunity will bring a lot of exposure to your company, as everyone at the shows will be wearing YOUR lanyard. If you're interested please call Jamie Wood at (801) 263-9762 or email [jamiew@wpma.com](mailto:jamiew@wpma.com).

**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](mailto:jamiew@wpma.com).

**WPMA MEMBERS CAN NOW SAVE ON SHIPPING WITH UPS!**

WPMA members can now save up to 32% on an expanded portfolio of UPS air and international Express shipping. That's a significant savings over FedEx published rates!\* Simple shipping! Special savings! It's that easy! For complete details or to sign up go to <http://www.wpma.com/partners/ups>.

**SENATE TO VOTE ON THREE PERCENT WITHHOLDING REPEAL BILL EARLY NEXT WEEK**

It was reported earlier in the week that the Senate could vote on the House-passed bill, H.R. 674, which would repeal the withholding tax on contractors doing business with federal, state, and local governments as early as Thursday. However, the Senate did not vote on the bill, but Senate Majority Leader Harry Reid (D-NV) filed cloture on H.R. 674 Thursday evening which sets up a vote for Monday. Sixty votes are needed for passage.

The House passed the bill last week by a vote of 405 – 16 which sent a strong message to the Senate to act before the end of this year to end the burdensome mandate. House Leadership was able to combine H.R. 674 with H.R. 2576, which has bipartisan support, into one measure. H.R. 2576 offsets the three percent withholding mandate by adjusting the income qualifications for purposes of determining eligibility for certain healthcare-related programs, such as Medicaid.

The Obama Administration has indicated support of H.R. 674 and H.R. 2576. Repealing the three percent withholding mandate would “reduce a burden on government contractors who otherwise comply with their tax obligations, particularly small businesses. The effect of the repeal of the withholding requirement would be to avoid a decrease in cash flow to these contractors, which would allow them to retain these funds and use them to create jobs and pay suppliers. This would complement the Administration’s other efforts to help small businesses,” the White House said last month.

Marketers have communicated on this issue most of this year but we urge you to please [email your Senators](#) or call the Capitol Hill switchboard at 202-224-3121 one more time to urge them to repeal the three percent withholding mandate.

### **NPRA CITES OVERREGULATION**

Costly federal overregulation of motor fuels will bring little or no significant environmental benefit but will hurt American consumers, threaten American manufacturing jobs, and weaken U.S. security, the National Petrochemical & Refiners Association told a congressional committee today.

“The demands of environmental overregulation – some of which are impossible to achieve without coming in conflict with other regulations – would raise energy costs for every American consumer,” NPRA Senior Director of Advocacy Brendan Williams told the House Science Subcommittee on Energy and the Environment in written [testimony](#) submitted prior to his appearance before the panel this afternoon.

Williams said overregulation would “strengthen foreign competitors eager to replace American manufacturers and American workers, weaken the U.S. economy, make America more reliant on nations in unstable parts of the world for vital fuels and petrochemicals, and endanger our national security.”

“We support sound and sensible environmental and other regulations,” Williams said. “Our members are strongly committed to clean air and water, have an outstanding record of compliance with Environmental Protection Agency and other regulations, and have invested hundreds of billions of dollars to dramatically reduce emissions as measured by EPA.”

“America’s air today is cleaner than it has been in generations,” Williams said. “Refiners have cut sulfur levels in gasoline by 90 percent just since 2004. We have also reduced sulfur in diesel fuel by more than 90 percent since 2005 and reduced benzene in conventional gasoline by 45 percent since 2010. EPA data shows that total emissions of the six principal air pollutants in the United States have dropped by 57 percent since 1980 and ozone levels have decreased by 30 percent.”

“We believe America’s national interest would best be served by comprehensive and objective cost-benefit analyses” of federal regulations, Williams said. “It is not realistic to demand that every last molecule of emissions be eliminated – no matter how insignificant, and regardless of the cost in lost jobs, harm to consumers, and harm to our nation. Yet all too often, overregulation of motor fuels and environmental overregulation takes this approach.”

“EPA should not have unchecked power to take any action it wants – without specific authorization by Congress – in the single-minded pursuit of unrealistic and harmful overregulation,” Williams said.

Williams said that impacts on consumers, jobs, the economy and America’s energy security need to be more prominently considered as relevant factors in weighing whether ever-more stringent regulations do more harm than good.

### **WPMA MEMBER SERVICES**



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



Start planning 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.

Use the QR code to the left to go to the WPMA National Convention page.

**MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2012**

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

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

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

**Petro Pete: *“Knowledge is knowing a tomato is a fruit; Wisdom is not putting it in a fruit salad.”***

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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.