

Spring Magazine 2021

Washington Wire by Lea McCullough

Washington State Has New Identity, Logo, Communications Platform

Oil is bad, Energy is good. That has been the theme of the decade, and its finally catching up to the Association in a manner that is blocking us from being productive and forward thinking in capturing meetings with anyone with a greener focus.

For instance, securing appointments with Congressmen and Senators in DC has been a struggle for many years. State Representatives also feel like aligning with an organization with the word 'oil' in it is unpopular, even dangerous. And PMAA has even changed their name to EMA (*Energy Marketers of America*). An exclamation point on this topic came just this last week when I attempted to register my email (lea@waoil.org) with a email distribution service and was denied access because the word 'oil' was flagged and indicated that I may be spamming my future contact list. Another censorship we cannot ignore any longer.

To this end, the Washington Board of Directors spent the last several months creatively brainstorming whether a new brand and identity would represent the Association better, and help us gain access to the meetings we need, and to hold the conversations necessary to work our goals, particularly in the State Legislature. Therefore, we have adopted, "*Washington Independent Energy Distributors (WIED) – Fueling Mobility in the Pacific Northwest*"

With that also will come a new logo and branding package we are working on that reflects our industry with genuine intent. While the current local and national administrations are solidly putting Oil and Gas Industries in the cross hairs, we are trying to position ourselves to stay effective with our upgraded image.

WOMA launches NEW Internal Communication System for members:

As long as I can remember, our Association has had a need for an internal communication system that would serve as a central way to disseminate vital and needed information without a huge cost. That solution has finally presented itself and WOMA has launched this new proprietary platform. The name is still undetermined but will be revealed soon.

WOMA members, both Marketer and Associate, will have secured access to a system that provides the following:

- ✓ **Member** Profile Information
- ✓ **Organizational** Profile information
- ✓ **Event Section** (Convention/Virtual Spotlight Series/Area Meeting)
- ✓ **Legislative Updates:** State and Federal
 - Weekly Updates
 - State District Maps and Congressional Maps
 - Links to Active Bills
 - Calls to Action for Membership

- State Agency & Regulatory Program Links
- ✓ **Community Forum** Bulletin Board for Articles/Questions/Blogs
- ✓ **Board of Directors** Section
 - Members, Agendas, Minutes (2004-2021), Articles of Incorporation, Bylaws

I'm truly excited to have one place where a member can go to receive the data and information they need to operate and achieve what they need to make their membership with WOMA vital.

Lea will be presenting this new platform on February 17th from 10:00a to 11:00a during the WOMA Spotlight Series as a way to launch the system and get it into our hands of our membership!

WOMA Virtual Spotlight Series – *Part II is Underway*

WOMA has been continuing to serve our Association Members in an inventive way by bridging the communication gap between Services and Members. Part II of this virtual series is now underway, and nearly sold out! We may even need to extend the weeks to fill our demand for providers wanting to share their products! It's not too late to register. If you do, we can send you all the Part I series videos and have loads and loads of fantastic vendor services at your fingertips!

2021 Legislative Session Begins (by Dave Ducharme)

Following nearly ten months of interim, the 2021 legislative session began on January 11th, 2021. This is a 105-day session and the first half of the biennial budget cycle. The 2021 legislative session will be different from any other session as it will primarily be held virtually with committee hearings and floor debates taking place on the Zoom platform. This year, despite not gathering together in Olympia, lawmakers will still be required to pass a balanced budget that will guide the state's spending for the next two years.

The realities of conducting a virtual session will substantially limit the volume of bills that can be taken up in committees and on the House and Senate floors. For this reason, both bodies have encouraged their members to limit the number of bills they introduce this year in order to focus their work on the critical needs of the state. Democratic majority leadership has been clear that their priorities will be racial equity, response to the COVID-19 pandemic, economic recovery, and issues related to climate change.

Already on the table are climate related bills that, if implemented, will increase the cost of motor vehicle fuel. These include a carbon tax, a cap on carbon emissions and a low carbon fuel standard (LCFS) designed to reduce the carbon intensity of fuel. These proposals directly conflict with a bi-partisan desire to pass a transportation revenue package, because related fuel price increases will not necessarily drive revenue to transportation, unlike the gas tax. This will likely result in a showdown between lawmakers focused on climate policy and those committed to supporting Washington's transportation system.

Additional anticipated legislation will relate to wildfire response, homelessness, police reform, unemployment insurance and pandemic specific labor standards, among others. Finally, like the Governor, some legislators will be looking for new revenue sources. At this point there are several options on the table including a statewide payroll tax similar to what was recently passed in the City of Seattle, a digital ads tax and a capital gains tax.

For the 2021 session, WOMA's primary focus will be on defeating harmful climate policy proposals that threaten the fuel supplier industry and its customers. We will be providing regular updates and guidance for WOMA members to communicate, online, with the legislature.