

WASHINGTON *Oil Marketer Association Report*

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WOMA WIRE



WOMA Summer Update: *Celebrating Leadership, Advocacy, and Record Engagement*

This summer, the Washington Oil Marketers Association has much to celebrate. From a highly successful Washington Energy and C-Store Convention in June to strong member participation at the Energy Marketers of America Conference in Washington, D.C. in May, WOMA continues to demonstrate the strength, leadership, and commitment of Washington's energy marketers.

Our 2026 Washington Energy and C-Store Convention was held June 15–17 at the beautiful Suncadia Resort, and this year's event was truly one for the record books. With more than 250 attendees, outstanding sponsor and vendor participation, a strong golf turnout, and meaningful engagement from marketers across the state, this year's conference reflected the very best of who we are as an association.

The conference featured a powerful lineup of speakers and policy discussions designed to educate, inform, and prepare our members for the challenges facing Washington's energy and convenience store industries. Laura Yellig with PetroCard delivered a knockout presentation on Lessons in Response and Liability, providing valuable insight on her experiences with a tanker rollover and oil spill on Native American land. Russ Olson from PLIA offered important updates and perspective, while Diana Carlen provided a legislative report focused on the policy landscape impacting our industry.

We were also grateful to hear from Deanna Henry, who presented on energy fuel resilience strategies, and Senator Matt Boehnke, who addressed power, policy, and the price of doing business in Washington. Our keynote speaker, John Iannarelli with the FBI, delivered a timely and compelling presentation on the voice of cyber and security, reminding all of us how critical it is to remain vigilant in a rapidly changing security environment.

This year's success would not have been possible without the leadership of our WOMA team: President Jarrod Franson, Vice President Ian Coleman, Second Vice President John Hancock, Past President Travis Coulter, and our engaged board and membership. As Executive Director, I am proud and honored to serve alongside such committed leaders who continue to give their time, expertise, and voice to advance our industry.

One of the highlights of the conference was our PAC fundraising event, which included a raffle for an elevated event experience at the 2027 *WPMAEXPO* in February. We are grateful to everyone who participated and helped support WOMA's continued advocacy efforts.

In May, WOMA was also well represented at the Energy Marketers of America Conference in Washington, D.C. From May 13–15, seven Washington marketers traveled to our nation's capital to help advance our federal energy policy work. Our delegation included Steve Clark of Genesee Energy, Todd Shaw of Jubitz Truck Stops, Jarrod Franson of Jackson Stores, Travis Coulter and Marcus Moseley of CO Energy, John Hancock of Byrnes Oil, and Steve Snider of Snider Energy.

During the trip, our group met with members of Washington's congressional delegation in both the House and Senate. We discussed key issues impacting our members, including NORA reauthorization, what is included in the price of fuel, credit card swipe fees, storage concerns, driver shortages, and other operational challenges facing energy marketers.

These conversations matter. They ensure that the real-world experiences of Washington's fuel marketers, distributors, heating oil providers, convenience store operators, and small businesses are heard by policymakers at every level.

As we reflect on this summer, one thing is clear: WOMA's strength comes directly from its members. Your participation, leadership, sponsorship, advocacy, and willingness to show up are what make this association effective.

Please save the date for our 2027 Washington Energy and C-Store Convention, June 16–18, 2027, at The Centennial in Spokane, Washington. We look forward to building on this momentum together.

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