

January 27, 2012

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

Make your plans 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.

Access the WPMA National Convention page by scanning the QR code on the left with your smart device.

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.

SCHOLARSHIP APPLICATION DEADLINE APPROACHES!

The time is fast approaching when the WPMA scholarship recipients for 2012 will be selected. March 1, 2012 is the cut-off date for applications to be postmarked and mailed to the WPMA office. Usually, there are less than 20 applicants for each WPMA state and the associate member scholarship, which makes the chances of receiving a scholarship very good. Applicants must be graduating high school seniors, and the son or daughter of a full-time employee of a WPMA member or associate member company. Applicant qualification information and the scholarship applications are available to download at www.wpma.com, under the Scholarship link at the top of the home page. As a reminder, the WPMA scholarships pay \$500 per semester for up to eight semesters, for a total of \$4,000. **Employers, please remind your employees to download an application right away, and give their students a chance for some extra financial help in college!**

PLEASE SUPPORT THE SCHOLARSHIP FOUNDATION AND SILENT AUCTION!

In 2012, 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 2012 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. Donations to the Foundation are tax deductible, and donors will receive recognition on convention signage and 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.

HIGHWAY BILL REAUTHORIZATION MOVING FORWARD

Toward the end of the last session, Congress passed a Highway Bill extension which included an extension of motor fuels excise taxes as well as an extension of the leaking underground storage tank program (LUST) tax of .001 cents-per-gallon which now is set to expire on March 31, 2012.

Next week, the House is scheduled to make significant movement toward passage of a Reauthorization bill. The three committees having jurisdiction over transportation will all hold mark-ups of their portions of the bill beginning with a markup Wednesday, February 1 in the Natural Resources Committee. On February 2, a mark-up in the Transportation Committee followed by a markup on the February 3 in the Ways and Means Committee. The three bills will be merged when the House

meets to vote on a final Highway bill. Senate Majority Leader Harry Reid (D-NV) has also committed to addressing transportation legislation in this first quarter.

The U.S. Chamber of Commerce's Americans for Transportation Mobility Coalition sent a letter representing 1,000 stakeholders to Congress this week, stating that Congress should "Make Transportation Job #1" this session. The Chamber has also initiated a TV and print ad campaign directed at Congress.

PMAA continues to encourage Members of Congress to include language in the Highway bill that would provide for a cost benefit analysis study of the DOT's proposed wetlines standard prior to implementation of the rule, and we continue to urge Congress to oppose any attempt to commercialize rest stops. PMAA and the Partnership to Save Highway Communities were able to keep commercialization language out of the Senate Environment and Public Works Committee's Highway bill when it was marked up last year; however, Senator Kirk (R-IL) has a pro-commercialization and public-private partnership bill that Coalition members are mindful may be brought back for consideration during floor debate.

Finally, PMAA supports an extension of the LUST tax while asking lawmakers to limit funds use to UST remediation and leak prevention programs.

PMAA RECOMMENDATIONS ACCEPTED AT NCWM MEETING

Earlier this week, the National Conference on Weights and Measures (NCWM) held its 2012 Interim meeting in New Orleans, Louisiana. Items on the agenda important to petroleum marketers and retailers were items surrounding standardizing nozzle color and size, a potential 10 micron diesel dispenser filter mandate, biodiesel disclosure and retail price posting requirements.

PMAA urged the NCWM Laws and Regulations Committee to withdraw the Standardized Colors for Nozzles which would mandate that diesel nozzles be green while E85 have a yellow nozzle. Because not all states adopt these requirements, the proposal could actually cause more confusion in the marketplace by creating a patchwork of requirements across the country. Also, there is no evidence that the proposal would help mitigate vehicle misfueling. After hearing from industry groups, weights and measure officials withdrew the proposal to standardize dispenser nozzle colors. However, they will vote in July on the non-controversial proposal to require retail diesel dispensers to have a nozzle spout diameter of no less than 23.63 mm (0.930 in).

Additionally, PMAA continued to work on an item that has been on the NCWM agenda for a few years now which is the proposal to require full disclosure of the percentage of biodiesel under five percent in diesel fuel. PMAA believes that all parties along the distribution chain have a responsibility to disclose accurate biodiesel content information for the fuel they supply. PMAA's Second Vice Chairman Sam Bell attended the meeting to push for modifications to the biodiesel disclosure item to improve transparency and fairness for marketers. Mr. Bell is co-chairman of the NCWM Biodiesel Disclosure Working Group, along with Steve Howell with the National Biodiesel Board, which is currently trying to find consensus on the issue.

Finally, PMAA urged the NCWM L&R Committee to withdraw an item which would mandate a 10 micron or smaller sized filter on all diesel dispensers. Auto trade groups are pushing NCWM officials to require retailers to install smaller pore sized micron filters for diesel nozzles. PMAA argued that it would cause clogging and diminish dispenser flow rates by 50 percent or more, hurting commercial truck drivers. Additionally, this could potentially lead to a patchwork of some nozzles having the smaller pore size while other retailers might not have them since some states do not automatically adopt the NCWM handbook. NCWM Weights and Measures officials were receptive of PMAA's concerns so they will gather more information on the issue.

PMAA continues to work with NCWM officials on addressing retail motor fuel dispenser price posting requirements. Current regulations do not address the recent advancements in fuel purchase discounts at retail stations, such as discounts for purchasing with cash, pre-pay sales, purchasing store products, carwashes, rebates, and other discount scenarios, that could lead to retailers to be found out of compliance with NCWM standards. PMAA supports language which allows for greater flexibility in the way in which customers can select a unit price to accommodate new technology in the marketplace.

CONGRESS CONSIDERS LEGISLATION TO APPROVE KEYSTONE PIPELINE

Congressman Ted Poe (R-TX) and Lee Terry (R-NE) have introduced separate legislation that would authorize construction of the pipeline. Furthermore, Senator John Hoeven (R-ND) is considering introducing legislation that calls for the construction of the pipeline. On Wednesday, the House Energy and Commerce Committee held a [hearing](#) on Rep. Terry's legislation.

As Congress works to find a path forward to build the pipeline, PMAA continues to work with its coalition partners including API and the Chamber of Commerce regarding our broad strategy for a grassroots call to action to support its construction.

NPRA ANNOUNCES NEW NAME

On Wednesday the National Petrochemical and Refiners Association (NPRA) announced that it changed its name to the American Fuel and Petrochemical Manufacturers Association (AFPM). The association said the name change more accurately reflects its membership.

AFPM is a trade association representing American manufacturers of virtually the entire U.S. supply of gasoline, diesel, jet fuel, other fuels and home heating oil as well as the petrochemicals used as building blocks for thousands of vital products in daily life. AFPM members make modern life possible and keep America moving and growing as they meet the needs of our nation and local communities, strengthen economic and national security, and support two million American jobs.

WPMA MEMBER SERVICES



MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2012

May 9-10, 2012 – NPM&CSA Convention – Las Vegas, NV

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

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

June 21, 2012 – UPMRA Summer Golf Classic – Old Mill Golf Course – Draper, UT

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

August 15-16, 2012 – UPMRA Convention – Zermatt Resort (tentative), Midway, UT

August 27-29, 2012 – NMPMA Convention and Trade Show – Embassy Suites – Albuquerque, New Mexico

Petro Pete: *“A clear conscience is usually the sign of a bad memory.”*

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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.

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