

Happy Valentine's Day**Love at the Pump:****A Valentine's Day Guide for Petroleum Marketers & C-Store Owners**

Ah, Valentine's Day—the one day a year when even the busiest petroleum marketers and convenience store owners must shift their focus from fuel margins and roller grills to romance. But don't worry—love, much like a well-stocked forecourt, is all about good timing and smart investments.

If you're short on gift ideas, skip the flowers and go for something truly special—like a prepaid fuel card (practical AND romantic) or a hand-selected snack basket from your own store. For date night, why bother with a fancy restaurant when you can share roller grill hot dogs, a 44-ounce soda, and a side of gas station nachos under the warm glow of LED price signs? Bonus points if you put "I Love You More Than Pump Profits" on your marquee.

Of course, no Valentine's Day is complete without a smooth pickup line. Try, "Are you a high-octane blend? Because you keep my heart running at peak performance." Or, "I love you more than my top-margin product." Just don't forget to actually show up for date night—fuel logistics can wait, but true love (and an angry Valentine) won't.

So here's to love, loyalty rewards, and the sweet smell of success (or maybe just fresh coffee from your C-store).

Happy Valentine's Day!

WPMA EXPO[®]**YOU DON'T WANT TO MISS THIS!****TRADE SHOW HOURS**

Tuesday, February 18: 2 p.m. – 6 p.m. MGM Marquee Ballroom

Wednesday, February 19: ... 10 a.m. – 3:30 p.m. MGM Marquee Ballroom

Thursday, February 20: 9 a.m. – 12 p.m. MGM Marquee Ballroom

REGISTRATION HOURS

Monday, February 19: 12 p.m. – 5 p.m. MGM Conference Level 1 Lobby

Tuesday, February 20: 7 a.m. – 6 p.m. MGM Conference Level 1 Lobby

Wednesday, February 21: 7 a.m. – 3:30 p.m. . MGM Conference Level 1 Lobby

Thursday, February 22: 8 a.m. – 12 p.m. MGM Conference Level 1 Lobby

Don't Miss Ernie Harker's Educational Session at WPMAEXPO!

Get ready to be inspired, entertained, and transformed! Ernie Harker—branding expert, entrepreneur, and the creative force behind a \$3 billion retail brand—is bringing his high-energy storytelling and game-changing insights to WPMAEXPO on Tuesday, February 18, 2025.



The following information provided by:
EMA-Energy Marketers of America



EMA Secures Another Extension of the HOS Regulatory Relief for Heating Oil and Motor Fuels

Yesterday, FMCSA issued another extension to its *Regional Emergency Declaration*, which was initially issued on January 10 and first extended on January 27. This extension covers motor fuels and heating oil in the following states: **Connecticut, Delaware, Florida, Kansas, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, Vermont, and Wisconsin.**

As a result, EMA marketers will continue to have much-needed HOS relief for fuel transportation in these jurisdictions. The extension is effective immediately and will remain in effect until the end of the emergency or February 28, whichever comes first.

"EMA continues to make the case that regulatory relief is critical in safely addressing strained logistics caused by low temperatures, increased demand, and icy highways. FMCSA has attentively listened to our marketers' concerns," said Vice President Sherri Stone.

Important: The FMCSA waiver covers the interstate shipment of heating fuels, gasoline, and diesel fuel in and out of the jurisdictions listed in the waiver declaration. The relief does not cover intrastate transportation. Since interstate transportation is defined based on the intent of the delivery of the commodity—not the movement of the vehicle—there may be instances where transportation is considered interstate even if the vehicle never leaves the state (e.g., from a port to a location within the same state).

Click [here](#) to review and download FMCSA's new extension. For any questions, contact EMA Vice President [Sherri Stone](#) or EMA Regulatory Counsel [Jeff Leiter](#) or [Jorge Roman](#).

Energy Marketers of America Urges EPA to Delay Implementation of E10 Volatility Summertime Fuel Waiver for Eight Midwest States

On Wednesday, the Energy Marketers of America (EMA) sent a letter to the Trump administration, urging the EPA to delay until at least April 2026 the implementation of the decision that granted the petition of eight Midwestern state governors (Illinois, Iowa, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin) to remove the one pound per square inch (psi) Reid vapor pressure (RVP) volatility waiver for E10 blends in their states. The Biden administration decision permits the summertime sale of E15 in the eight states, which was authorized under a provision in the Clean Air Act (CAA). The CAA allows governors to request an exclusion from the 1 psi waiver for E10 if they substantiate that the higher RVP limit will increase air emissions in that state. EMA is concerned that the 1 psi exclusion waiver will create a boutique fuel market exclusive to the petitioning states, thus limiting gasoline supply to the entire Midwest region and other regions of the country.

The ability to adapt to the 9.0 psi standard depends on refiners' willingness to invest in infrastructure necessary to produce low-RVP E10 for the eight-state region. Site specific limitations, such as space to add extra storage capacity, and the variety of crude oil types processed will also determine whether a refinery can switch to low-RVP E10 production. The EPA acknowledged these serious concerns in its final rule, recognizing that removing the 1-psi RVP waiver for E10 gasoline would lead to an "insufficient supply of gasoline" in Midwestern states in 2024. The EPA also recognized the critical role energy marketers play in the motor fuels supply chain. The underlying market dynamics have not changed and thus warrant another extension to mitigate the risk of gasoline supply inadequacy through 2026.

"EMA does not oppose legislation to exempt E15 gasoline from the RVP volatility requirements that effectively block sales during the summertime driving season. EMA believes that an extension of the opt-out deadline into 2026 provides the necessary time for Congress, industry, and the Trump administration to develop an effective biofuels policy that balances environmental, energy, cost, and infrastructure realities. In doing so, the Trump administration can support small business energy marketers' competitiveness by providing additional funding for the Department of Agriculture's Higher Blend

Infrastructure Incentive Program (HBIIIP), which will allow small business energy marketers to legally and safely sell E10 gasoline and B20 plus biodiesel blends," the letter states.

[Click here](#) to read the letter.

For more information, please contact EMA President [Rob Underwood](#) or EMA Regulatory Counsel: [Jeff Leiter](#) and [Jorge Roman](#)

Inside the Beltway Update

Yesterday, Midwest lawmakers reintroduced legislation to extend the year-round sale of E15 known as the "Nationwide Consumer and Fuel Retailer Choice Act of 2025." The push follows Trump's Day 1 executive order that called on EPA to consider issuing emergency fuel waivers to allow the year-round sale of E15. Senators Deb Fischer (R-NE) and Tammy Duckworth (D-IL) as well as Representatives Adrian Smith (R-NE) and Angie Craig (D-MN) are leading the charge to get the bill over the finish line.

Meanwhile, House and Senate Republicans have left the starting gate in their race to pass reconciliation legislation that includes policy priorities on tax, energy, national security, and immigration, but so far are running in opposite directions. The Senate Budget Committee advanced a resolution to fast-track border security and military funding, offset in part by expanded U.S. energy development. However, the measure faces opposition in the House, where Speaker Mike Johnson (R-LA) and Budget Chair Jodey Arrington (R-TX) back a one-bill approach.

On Thursday, the House Budget Committee advanced its own resolution, combining border and defense funding with \$4.5 trillion in tax cuts and deep spending reductions. Even so, the reconciliation path will take more twists and turns (and time) before reaching the President's desk.

Looming over any major congressional action is the March 14 deadline to avert a federal government shutdown. Further delay in reaching an agreement between Republicans and Democrats on appropriations topline spending amounts may soon prompt House and Senate leadership to pursue a further continuing resolution (CR) to fund the government past mid-March.

Even so, Congressional Republicans are ramping up efforts to roll back Biden Administration policies while advancing initiatives aligned with former President Trump's agenda. Two bills introduced in the Senate this week signal renewed Congressional efforts to prioritize domestic energy production, including oil and gas.

Senate Majority Leader John Thune (R-SD) and Senate Majority Whip John Barrasso (R-WY) were joined by 14 Senate Republican colleagues to reintroduce the "Eliminate Lavish Incentives To Electric Vehicles Act" or the "ELITE Vehicles Act". If enacted, the bill would eliminate, within 30 days, Inflation Reduction Act (IRA) handouts including the \$7,500 tax credit available for new EV purchases, the \$4,000 credit for used EVs, and incentives for EV charging infrastructure. Further targeting EVs beyond the push to repeal EV tax credits, Senators Deb Fischer (R-NE), Pete Ricketts (R-NE), and Cynthia Lummis (R-WY) introduced legislation that would impose a one-time \$1,000 fee charged at the time of an EV purchase, a fee that bill sponsors estimate is equal to the tax gas-powered vehicle owners pay into the Highway Trust Fund over 10 years.

Market trends are following these political developments. J.D. Power's January 2025 E-Vision Intelligence Report projected that EV retail market share will stabilize at 9.1% for the year, signaling a potential slowdown in adoption. The Report calls 2025 a "reset year," where automakers and policymakers reassess the future of EVs in light of changing federal policies, consumer hesitancy, affordability concerns, and ongoing infrastructure challenges.

Meanwhile, the Senate continued its swift confirmation of key Trump Administration officials. This week's confirmations include: Robert F. Kennedy, Jr. as Secretary of Health and Human Services, Brooke Rollins as Secretary of Agriculture, and Tulsi Gabbard as Director of National Intelligence. Additionally, the Senate advanced the nominations of Howard Lutnick for Secretary of Commerce and Kelly Loeffler to lead the Small Business Administration, setting up final confirmation votes in the coming days.

EMA's Washington Conference and Day on the Hill 2025 Hotel Reservations and Registration Open!

EMA's annual Washington Conference and Day on the Hill will be held in Washington, DC from May 14-16 at The Mayflower Hotel. Our industry continues to have many important legislative and regulatory issues to discuss and the Day on the Hill remains the primary focus of this conference.

The meeting will begin with an Opening Session / Issues Briefing / New Attendee Orientation and Region meetings in the afternoon of May 14. Our welcome reception, exclusively sponsored by EMA's Board of Directors Council Partner Federated Insurance, will include EMA's popular PAC "live" silent auction fundraiser (bidding and virtual viewing through download of the C2Auction App on your mobile phone), which concludes the day!

On the morning of May 15, marketers will head to Capitol Hill with their Congressional delegations, after a buffet breakfast and issues briefing for those who were not able to attend the opening session. There will be a luncheon exclusively sponsored by EMA's Board of Directors Council Partner Altria Group Distribution Company at their Corporate Offices on the Hill. On the evening of May 15, we will feature our 2025 EMA Chair Jim Lipscomb along with honoring our other Past Chairs in attendance.

Our conference will conclude after the EMA Board of Directors meet on May 16 following a buffet breakfast and committee meetings.

EMA's Washington DC Conference and Day on the Hill is also sponsored by EMA's Board of Directors Council Corporate sponsors including Altria, Marathon, Reynolds, Phillip Morris International as well as Executive Committee Council Corporate sponsors Valero, StoneX, Shell, Chevron, CITGO, ExxonMobil, HF Sinclair, BP, and AGI.

[Click here to Register and Book your Hotel Room for EMA's DC Conference and Day on the Hill](#)

Please make your room reservations **now** to attend this important and productive forum to meet with your members of Congress and network with other marketers from across the country! See you in DC this May!

Annual Tier II Reports Compliance Deadline

Pursuant to Section 312 of the Emergency Preparedness and Community Right-to-Know Act (EPCRA), Tier II chemical inventory reports for calendar year 2024 must be filed with the State Emergency Response Commission (SERC), Local Emergency Planning Committee (LEPC) and local fire department by **March 1, 2025**.

[Click here to read the full EMA Compliance Bulletin](#)

For more information, please contact EMA Regulatory Counsel: [Jeff Leiter](#) and [Jorge Roman](#)

EPA and DOE Announce Agendas for Unleashing American Energy

Federal agencies continue to ramp up efforts to implement President Trump's second-term agenda. Now, with confirmed political appointees, the Department of Energy (DOE) and the Environmental Protection (EPA) have announced their programmatic priorities in line with the [Executive Order](#) "Unleashing American Energy."

On February 4, 2025, EPA Administrator Lee Zeldin [announced](#) the "Powering the Great American Comeback Initiative," outlining five pillars to guide the agency's actions over the next four years. Among these pillars, lowering energy costs for Americans — both at the pump and at home — is a top priority. Additionally, the agency will support the automotive industry through regulatory relief, including eliminating the electric vehicle mandate to promote true consumer choice and removing barriers to motor vehicle access. Finally, the EPA will seek to streamline permitting processes that affect petroleum infrastructure.

Similarly, on February 5, 2025, DOE Secretary Chris Wright [directed](#) the agency to act swiftly to unleash American Energy. Relevant to marketers, DOE will shift the focus of federal policy from carbon reduction to energy and national security. While the agency does not directly regulate vehicle emissions or set fuel economy standards, it plays a supporting role in these programs, and this policy shift may influence decision-making in those areas. Additionally, DOE will review existing appliance standards to promote consumer choice and affordability in home appliances and products. Like EPA, DOE will also seek to expedite approvals for energy infrastructure projects.

Weekly Reads

[Bipartisan groups in Congress introduce bill to protect strategic petroleum reserve | The Center Square](#)

[How Trump might topple California's clean truck experiment | POLITICO](#)

[Oil prices climb to 2-week high on supply worries, US tariffs check gains | yahoo!finance](#)

[OPEC takes long-term view of global oil markets, aims for stability | Reuters](#)



The **WPMA NEWS** currently serves EIGHT independent petroleum and convenience store associations.



EMA JOURNAL - The Official Publication of the Energy Marketers of America

Check out the EMA Journal anytime online by clicking [here](#).

The EMA Journal **FALL** issue is now available.

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WPMAEXPO®

2025 WPMAEXPO SPEAKERS



Keynote:
Donald Trump Jr.

Wednesday, February 19
8:30-10 am
Boulevard Ballroom



Ladies Luncheon:
Riley Gaines

Wednesday, February 19
12-2 pm
Vista Ballroom



Thursday Speaker:
Alex Epstein

Thursday, February 20
8-9 am
Room 170

State Meetings at WPMAEXPO



NEVADA

Join Us at the Energy & Convenience Association of NV Membership Meeting with the Board of Directors.

Tuesday, February 18
3:00 pm
Room 263

IDAHO

Come attend the Idaho Petroleum Marketers & Convenience Store Association Member Meeting.

Tuesday, February 18
3:00 pm
Room 264



WASHINGTON

See you at the Washington Independent Distributors of Energy Board Meeting. All members are welcome.

Wednesday, February 19
11:00 am
Room 263

THANK YOU *WPMA* EXPO 2025 TOP SPONSORS
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Starting in 2025, the WPMA Scholarship Foundation will award FOUR \$10,000 scholarships to students of marketer members and ONE \$6,000 scholarship for associate members.

**APPLICATION OPEN NOW
THROUGH MARCH 20, 2025**

PLEASE NOTE UPCOMING DATES FOR WPMA EVENTS

February 18-20, 2025 - WPMAEXPO, MGM Grand Resort, Las Vegas, NV

April 22, 2025 - Idaho (IPM&CSA) Treasure Valley Golf Tournament - Ridgecrest Golf Course

April 24-25, 2025 - Nevada (NPM&CSA) Big Dogs Event - Red Rock Casino/Angel Park Golf Course

June 3-4, 2025 - Montana (MPMCSA) Convention - Fairmont Hot Springs - Fairmont, MT

June 18-20, 2025 - Washington (WIDE) Convention - Davenport Hotel - Spokane, WA

July 20-22, 2025 - Oregon (OFA) Conference - Sunriver Resort - Sunriver, OR

July 30-August 1, 2025 - Idaho (IPM&CSA) Convention - Sun Valley Resort - Sun Valley, ID

August 19-21, 2025 - New Mexico (NMPMA) Convention - Sandia Resort - Albuquerque, NM

September 9-11, 2025 Utah (UPMRA) Convention - Park City Sheraton, Park City, UT

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Petro Pete: If an anonymous comment goes unread, is it still irritating?

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