

SEPTEMBER IS WE CARD AWARENESS MONTH

2015 marks the 20th Anniversary of the **We Card Program** and its service to the retail community to raise awareness of and compliance with tobacco and age-restricted product laws (now including e-vapor products.)

WPMA encourages all retailers to continue in their efforts to successfully identify and prevent age-restricted product sales to minors.

Take up the challenge and make sure your company is doing everything possible to train and prepare your employees for success on the front lines. **We Card** resources include:

- *We Card's* 2016 materials will be available to order on September 1st at www.wecard.org.
- *We Card's* online training and its mystery shopping service — ID Check-Up, help equip your store employees with the knowledge while you can gauge their performance with mystery shops.
- NEW — **We Card NOW**, a smartphone mobile site with digital resources, an Age Calculator tool and a digital version of the *We Card* calendar along with training tips. Go to www.wecardnow.com.

EIA LOWERS CRUDE OIL PRICE FORECAST

Amid high uncertainty in the global oil market, the Energy Information Administration (EIA) has lowered crude oil price forecasts in the Short-Term Energy Outlook (STEO), expecting West Texas Intermediate (WTI) crude oil prices to average \$49 per barrel (b) in 2015 and \$54/b in 2016, \$6/b and \$8/b lower than forecast last month. Concerns over the pace of economic growth in emerging markets, continuing supply growth, increases in global liquids inventories, and the possibility of increasing volumes of Iranian crude oil entering the market contributed to the changed forecast.

Since early 2015, Brent has traded about \$5/b more than WTI, and EIA expects this \$5/b price spread to persist at least through 2016. As gasoline prices tend to follow Brent crude oil prices, retail gasoline prices are expected to remain relatively low unless demand increases more than expected and depending on refinery outages on the West Coast. EIA's updated projection remains subject to significant uncertainties: the pace and volume at which Iranian oil reenters the market, the strength of oil consumption growth, and the responsiveness of non-OPEC production to low oil prices.

"The most noteworthy trend in the energy industry during the past year has been the precipitous decline in commodity prices, and chief among these has been plummeting oil prices," Michael Ferguson, a credit analyst at S&P, wrote. "The lower oil prices may present a difficult rationale for blending ethanol." In the past year, crude oil has dropped 42 percent compared to a 31 percent decrease in ethanol.

PMAA ASKS WHITEHOUSE TO MAINTAIN CURRENT OZONE STANDARD

This week, PMAA sent a letter to White House Chief of Staff Denis McDonough regarding EPA's proposed ozone standards. The letter urged the EPA to retain the standards currently in place. Specifically, the letter stated: "If EPA succeeds in adopting this new standard, it will have a significant negative consequence for gasoline refiners and retailers. The United States could see over 200 new counties impose RFG and/or lower RVP requirements for gasoline which would increase the cost of gasoline and stifle economic growth."

EPA plans to issue a final rule on a new national ozone standard by the court-ordered deadline of October 1, 2015. Last year, EPA issued a proposed rule on ozone to tighten the standard to 65 to 70 parts per billion (ppb), down from the 75 ppb set by a George W. Bush-era rule.

U.S. GETTING CLOSER TO LIFTING DECADES-OLD CRUDE OIL EXPORT BAN

U.S. oil refineries and producers disagree on the issue of the U.S. crude oil exports ban. Refineries believe in upholding the ban because it allows U.S. refineries to buy cheaper domestic crude oil and to sell their refined products internationally, giving them a competitive edge. Conversely, oil producers believe that lifting the ban will create U.S. jobs and decrease the price of gasoline for consumers. In fact, a recent study by Columbia University found that lifting the ban could save consumers as much as 12-cents-per-gallon.

A vote to lift the decades-old ban on U.S. crude oil exports could come as early as this Fall; however it is possible that, due

to the upcoming presidential election, the issue will be taken up later next year. More politicians have recently come out in support of the creation of legislation that would lift the ban, including Speaker Boehner (R-OH). Recently, he stated that “Republicans remain focused on advancing common-sense solutions that address Americans’ top priorities. We’ve passed jobs bills to increase energy and lower gas prices, expand markets for American-made goods and services, and cut red tape to help small businesses and manufacturers grow. We’ll continue that progress by working to lift the oil export ban and create an estimated one million new American jobs.” Last month, a Senate panel approved a bill championed by Senator Murkowski (R-AK) that would lift the 40-year-old-ban — plus open more areas of the Arctic, Gulf of Mexico and the Atlantic Ocean to oil and gas exploration. No Democrats on the committee voted for the bill.

Last Friday, the Obama administration approved limited crude oil trading with Mexico, further easing the longstanding U.S. ban on crude exports that has drawn consternation from Republicans and energy producers. While the U.S. Commerce Department simultaneously rejected other applications for crude exports that violated the ban, the move to allow trading with Mexico marked a significant shift and an additional sign that the Obama Administration may be open to loosening the export ban.

ENERGY CONFERENCE INVITE TO PMAA MEMBERS

PMAA is proud to sponsor the 2015 Energy Conference to help PMAA members remain on top. The national Energy Conference is September 21-23, 2015 in Des Moines, IA. Marketers will have unique opportunities to become more competitive and profitable through the intelligent advancement of marketing and retailing alternative fuels. Whether a company has a long history of marketing, blending and/or retailing alternative fuels — this conference focuses on helping marketers stay ahead of the curve with the latest compliance, financial and market information.

Energy experts, on a national scale –refiners, producers, distributors and retailers – will be under one roof to collaborate through hands-on education, tours, compliance updates and networking aimed at driving profits. Workshops on federal and state policies, with perspectives from key players on what to expect in the next 18 – 24 months will be combined with discussions on existing fuel supply opportunities, alternative fuel choices, and grant/incentive programs that are available for new equipment capable of handling alternative fuels. State and federal policy and incentive discussions will help marketers evaluate new niche opportunities and interact with the industry players to advance new business opportunities.

To learn more about how you can gain additional knowledge and incredible networking opportunities at this must-attend event, visit www.energyconf.net. Connect directly via info@energycon.net or 877-469-2645.

WE’VE GOT A NEW LOOK! AT WPMA WE HAVE RECENTLY UPDATED OUR SOCIAL MEDIA CHANNELS

Check out our Facebook, LinkedIn and Twitter pages.



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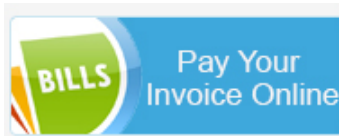
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PAY YOUR MEMBERSHIP DUES AND OTHER PAYMENTS ONLINE

You can now make your dues payment as well as other payments online. Look for the payment icon below on the WPMA home page.



2016 WPMAEXPO - LAS VEGAS, NEVADA

Mark your calendars for February 16-18, 2016. Make plans now to attend the 2016 WPMAEXPO. It will be held once again at the Mirage in Las Vegas, Nevada.

MARK YOUR CALENDARS FOR UPCOMING EVENTS

September 15-17, 2015 - Utah (UPMRA) Convention - Park City Marriott - Park City, Utah

February 16 – 18, 2016 - WPMA Convention & Expo – Mirage Hotel, Las Vegas, Nevada

May 19-20, 2016 – Nevada (NPM&CSA) Big Dogs Shootout – Red Rock Resort & Casino – Las Vegas, Nevada

June 7-9, 2016 – Montana (MPMCSA) Convention – Fairmont Hot Springs Resort – Butte, Montana

June 20-23, 2016 - Washington (WOMA) Convention - Suncadia Resort - Cle Elum, Washington

August 3 – 5, 2016 - Idaho (IPM&CSA) Convention - Coeur d'Alene Resort - Coeur d'Alene, Idaho

August 22-24, 2016 – New Mexico (NMPMA) Convention – Sandia Resort & Casino – Albuquerque, New Mexico

September 14-16, 2016 - Utah (UPMRA) Convention - DoubleTree Hotel by Hilton - Park City, Utah

NPP WPMA MEMBER SERVICE

WPMA has partnered with NPP to provide members discounts on many products and services. NPP negotiates the rates, and makes them available to WPMA members. Membership with NPP is free, and there is no obligation to purchase. Discounts through Verizon, Expedia, Fastenal, Cradlepoint, and more.

Register Now: <https://associations.mynpp.com/myNPP/memberSavings.xhtml?guid=RB3WUOFG>

WPMA MEMBER SERVICES



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Petro Pete: “Sometimes, when you're faced with an unpleasant task, you just have to dig down deep and find the strength to get someone else to do it.”

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Classified Ads

FOR SALE:

Idaho Petroleum Equipment Inc. has two new Containment Solutions fiberglass fuel tanks for sale with warranty

One of each *12,000 Gallon and **6,000/6,000 Split 12,000 gallon double wall tanks
dry interstitial, 42" sump, non-water tight lid and includes deadmen straps

*12,000 Tank- \$9,5000.00 ** 6,000/6,000 Split Tank - \$14,500.00 or best offer

Contact Juan @ 208.724.3390 or ipejuan3@gmail.com