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DENNIS MILLER TO KEYNOTE WPMA CONVENTION



WPMA 2010-2011 President Rob Franklin is excited to announce Dennis Miller, “one of the premiere comedy talents in America today...” as the 2011 WPMA Convention keynote speaker. A man of many talents, Dennis Miller is a comedian, author, correspondent, host, political commentator, and a five-time Emmy award winner for his critically acclaimed HBO talk show “Dennis Miller Live”. He can currently be heard daily on “The Dennis Miller Show”, and in his frequent appearances on Fox News Channel’s “The O’Reilly Factor”. Come and join us at the WPMA Convention in February, and be sure to attend the Keynote session, featuring the irreverent and satirical humor of Dennis Miller.

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WPMA thanks our Early Bird Top Sponsors of the 2011 Western Petroleum Marketers Convention and Convenience Store Expo.



PMAA SIGNS LETTER ASKING FOR CONGRESSIONAL HEARINGS ON E15

While PMAA supports the expanded use of ethanol and the increased production of flex-fueled vehicles, PMAA remains concerned about the approval of E15 in a hasty fashion without proper research. On Wednesday, PMAA signed onto a [letter](#) to Senate Environment and Public Works Committee Chairwoman Barbara Boxer (D-CA) and Ranking Member James Inhofe (R-OK) as well as [letter](#) to House Energy and Commerce Committee Chairman Henry Waxman (D-CA) and Ranking Member Joe Barton (R-TX) urging both committees to hold a hearing on EPA’s upcoming decision on E15.

Last month, Chairman Waxman and ranking member Barton signed off on a rare bipartisan letter to EPA Administrator Lisa Jackson questioning the effects 15 percent ethanol would have on gasoline refueling infrastructure, vehicles, boats, outdoor powered equipment, and air quality. The letter cited: “Allowing the sale of renewable fuel in a way that damages equipment, shortens its life or requires costly repairs will likely cause a backlash against renewable fuels.” Petroleum marketers need legal and regulatory certainty concerning E15 before offering it to retailers and consumers. The letter was in response to a top EPA official’s remark that the agency is likely to grant a partial waiver for E15 blends for model year 2007 vehicles and newer in September 2010. Furthermore, EPA expects to make a decision on using E15 in 2001 model year and newer vehicles by the end of November when the Department of Energy completes all of its tests. Currently, gasoline retail infrastructure equipment is certified to dispense and store up to 10 percent ethanol by Underwriters Laboratories (UL). It is important to continue reaching out to members of Congress in support of Representatives Mike Ross (D-AR) and John Shimkus’ (R-IL) Renewable Fuels Marketing Act of 2010 (H.R. 5778) which will provide a legal and regulatory pathway for retailers to sell mid-level ethanol blends. H.R. 5778 would give the EPA Administrator the authority to issue guidelines to determine whether new and existing underground storage tanks and dispensing equipment are compatible with fuels such as E85, B20 and B10+.

RULE ON GROUND-LEVEL OZONE TO COME THIS FALL; COURT TO RULE ON CA WAIVER SOON

The EPA told a US Federal Court last week that it will not release new national standards for ground-level ozone this month and, instead, issue them later this fall. Many EPA watchers are calling the announcement “convenient” considering that announcement could come after the mid-term elections. The draft rule released in January proposed to lower the standard to between 60 and 70 parts per billion (ppb). The Bush administration lowered the standard to 75 ppb. PMAA submitted comments during the comment period.

It's also important to note that US Circuit Court for Appeals for the District of Columbia (Washington, DC) could rule soon on California's effort to implement its own tailpipe emissions rules after the EPA granted California its waiver. The US Chamber of Commerce and National Automobile Dealers Association (NADA) challenged California's waiver.

Many court observers expect the court's decision will set the tone for how it rules on challenges to EPA's tailoring rule. That rule was drafted by EPA to limit Clean Air Act regulations to emitters that produce more than 75,000 of greenhouse gas emissions annually.

VISA STANDS TO LOSE ON SWIPE FEES

An article earlier this week in the San Francisco Chronicle traced the history of Visa in the debit card market, and reported that the company faces a substantial decrease in debit transaction fees in light of the recent federal financial reform bill, the *San Francisco Chronicle* reports. Last year, merchants paid roughly \$20 billion in fees related to Visa and MasterCard debit transactions. While Visa does not collect debit transaction fees (those pass between the merchant and cardholder banks), its bottom-line depends on debit and credit card use, since it charges banks fees for the use of its Visa brand and card-processing network.

The swipe fee amendment allows merchants to offer customers incentives to pay with cash instead of plastic, as well as to set minimum purchase thresholds for using a debit or credit card. Such allowances had been effectively blocked by Visa through merchant agreements. While debit card fees were modest when they became popular in the 1980s, after Visa joined the debit market in the 1990s, fees escalated quickly as their usage increased.

2011 WESTERN PETROLEUM MARKETERS CONVENTION & CONVENIENCE STORE EXPO LAS VEGAS, NEVADA

Start planning now to attend the 2011 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada. Mark your calendars for February 22-24, 2011.

MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2010

August 31-September 1, 2010 – NMPMA Convention – Embassy Suites, Albuquerque, New Mexico
September 1, 2010 – IPM&CSA Treasure Valley PAC Fund Golf Tournament, Treasure Valley, Idaho
September 8-9, 2010 – UPMRA Convention – Park City Marriott – Park City, Utah
September 13, 2010 – IPM&CSA Teton Valley PAC Fund Golf Tournament, Teton Valley, Idaho
September 20, 2010 – NPM&CSA Petro Cup Challenge – Ultimate Rush Park, Reno, Nevada

Petro Pete: "Success always occurs in private and failure in full view."

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