

October 19, 2012

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WP-10-19-12

MAKE YOUR MIRAGE ROOM RESERVATIONS AT \$155 BEFORE NOVEMBER 15TH FOR THE WPMA CONVENTION

Plan ahead and make your reservations at the Mirage hotel now. Call before November 15, 2012 and ask for the WPMA rate of \$155 for single or double. Rates will go up after November 15, 2012. If you need to cancel your reservations, you can do so 48 hours prior to your arrival date and receive a full refund. Call The Mirage at 1-800-499-6311.

SUPPORT THE PMAA PAC AND ENJOY NAPA VALLEY

PMAA Small Business Committee (SBC) PAC Co-Chairs Gerry Ramm and Eric DeGesero invite you to attend the April 8-9, 2013 Napa Valley fundraiser. The two day event will include a wine tasting, winery tours, picnic lunch and dinner at a renowned Napa site. This is a tremendous opportunity for you to support the industry, develop and strengthen your relationships and to have a great deal of fun. Several marketers have already signed up for the tour which will be limited to 35 people. Cost is \$500 per primary registrant and \$400 per secondary (spouse / guest). To participate, go to <http://pmaa.org/pdfs/PACNAPAFLYERRegistration2012.pdf>.

FDA APPEALS COURT DECISION INVALIDATING GRAPHIC WARNING MANDATE FOR CIGARETTES

The U.S. Food and Drug Administration (FDA) asked for a full-court review of a decision by a three-judge federal appeals panel that threw out rules forcing cigarette packaging and advertising to display images such as diseased lungs and other graphic images designed to discourage smoking. The appeals court on August 24 ruled that FDA regulations mandating visual-image warnings of smoking's health risks, along with the phone number 1-800-QUIT-NOW, are "unabashed attempts to evoke emotion" and "browbeat consumers" to stop buying the companies' products. The FDA argues in its appeal to the eight member panel U.S. Court of Appeals for the District of Columbia that the lower court's 2-1 ruling finding the regulations violated the free speech rights of tobacco companies under the First Amendment was wrong and conflicts with a ruling by another federal appeals court in Cincinnati. The majority on the three-judge panel said in August that the government failed to present any data showing the warnings would cut smoking rates. The FDA disagrees with the ruling and argues in its Court of Appeals filing this week that "The First Amendment does not require statistical proof of the extent to which the decline in smoking rates resulted 'directly' from the new health warnings". Cigarette manufacturers R.J. Reynolds, Commonwealth Brands, Liggett Group and Santa Fe Natural Tobacco, sued the FDA last year, claiming the graphic warnings for cigarette packages, cartons and ads, passed as part of the Family Smoking Prevention and Control Act, violated the First Amendment because the government was using "threats and fear" to motivate people to stop using a lawful product. The case is R.J. Reynolds Tobacco Co. v. U.S. Food and Drug Administration, 11-5332, U.S. Court of Appeals for the District of Columbia.

**2013 NATIONAL CONVENTION & CONVENIENCE STORE EXPO SPONSORS**
February 19-21, 2013 • Mirage • Las Vegas, Nevada**2013 WESTERN PETROLEUM MARKETERS CONVENTION & CONVENIENCE STORE EXPO LAS VEGAS, NEVADA**

Start planning now to attend the 2013 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada. Mark your calendars for February 19-21, 2013.

MARK YOUR CALENDARS FOR UPCOMING EVENTS IN 2013

June 4-6, 2013 - Montana (MPMCSA) Convention - Holiday Inn Grand - Billings, Montana

June 17-20, 2013 - Washington (WOMA) Convention - Suncadia Lodge - Cle Elum, Washington

July 31-August 2, 2013 - Idaho (IPM&CSA) Convention - Sun Valley Resort - Sun Valley, Idaho

September 12-13, 2013 - Utah (UPMRA) Convention - Zermatt Resort - Midway, UT

Petro Pete: *"The worst thing about having more money than sense is probably the fact I don't have very much money."*

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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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