



**Happy Thanksgiving from all of us at WPMA!**

Thanksgiving is a time to pause, reflect, and appreciate the people and experiences that enrich our lives. We are grateful for our members, partners, and friends who help make this community strong throughout the year. Wishing you a joyful Thanksgiving filled with good food, good company, and moments of real peace and gratitude. Happy holiday to you and yours.

**WPMA Office Closed**

November 27-28

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



**Energy Marketers of America Raises Concerns Over Proposed SNAP Stocking Rule for Convenience Stores**

November 25, 2025 - Yesterday, the Energy Marketers of America (EMA) voiced significant concerns regarding a proposed U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) rule that would dramatically increase staple food stocking requirements for retailers authorized to accept Supplemental Nutrition Assistance Program (SNAP) benefits.

EMA acknowledged the agency's goal of improving access to nutritious foods for the more than 41 million SNAP participants but warned that the proposed changes fail to account for the unique operational and economic realities of small-format convenience stores—many of which are co-located with retail fuel stations and serve as critical food access points, especially in rural and underserved communities.

"While we strongly support efforts to enhance the nutritional quality of foods available to SNAP beneficiaries, program integrity must be balanced against the practical constraints facing small business retailers," EMA stated. "These stores are not supermarkets. They operate on thin margins, limited square footage, and customer demand driven largely by convenience rather than meal preparation."

The rule would raise the minimum number of stocking varieties from three to seven in each of the four staple food categories (fruits/vegetables, dairy, grains, and protein), while imposing narrow definitions of what constitutes a "variety." EMA argues this combination creates insurmountable compliance hurdles for small stores.

EMA emphasized the interconnected nature of the convenience-store and retail-fuel business model. Any substantial reduction in in-store revenue—particularly from SNAP redemptions, which can represent 10–20% of sales at some locations—directly threatens fuel operations. Cash-flow disruptions at the retail level cascade upstream to fuel wholesalers through slower payments and heightened credit risk."

If small stores are forced to exit the SNAP program because compliance is economically unfeasible, the result will be less food access for low-income Americans in the very communities the rule intends to help," EMA warned.

EMA urged FNS to adopt a more flexible framework that considers store size, geographic location, and demonstrated customer purchasing patterns.

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

**Federated Insurance: Risk Management Corner**  
**Don't Let an Electrical Fire Shock Your Business**

Every year, thousands of workplaces face the devastating impact of electrical fires. Did you know that there are an estimated 33,470 commercial electrical fires each year in the United States, killing nearly 45 people and costing around \$1.36 billion in direct property damage?



October is Fire Prevention Month, and your reminder to take action. Properly using electrical power strips and surge protectors can **help reduce the chances of a fire**.

**Here are five simple tips that you can implement at your business today:**

- Limiting the number of devices plugged into extension cords and power strips
- Removing items with lithium-ion batteries once they are charged and not charging them overnight
- Disposing of old or **damaged power strips** and replacing them with new ones
- Avoiding “daisy chaining” (i.e., plugging power strips into other power strips)
- Making sure that **electrical cords** are routed safely away from doorways and not run under rugs or carpets

If your business gets shocked by an electrical fire, your employees, family, and community could feel the burn from your doors being closed. Small steps taken today could make a real difference tomorrow.

For additional information or to discuss this in further detail, please contact your [Federated](#) regional representative or EMA's National Account Executive [Jack West](#) at 262.719.7750 for any additional information or risk management questions.

**At Federated Insurance, It's Our Business to Protect Yours®**



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

**WPMA NEWS MAGAZINE CURRENT ISSUE**

Click [HERE](#) for a previous *WPMA News* issue



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

**EMA JOURNAL CURRENT ISSUE**

## **REGISTRATION OPEN**

Click on the desired event below to register



Holiday Party - December 10, 2026  
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Holiday Party - December 11, 2026  
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WPMAEXPO [Registration](#)

**PLEASE NOTE UPCOMING DATES FOR EVENTS**

December 10, 2025 OFA Holiday Party, Portland Golf Club, Portland, OR

December 11, 2025 WOMA Holiday Party, Topgolf, Renton, WA

**February 17-19, 2026 WPMAEXPO - MGM Grand - Las Vegas, NV**

April 23-24, 2026 ECAN (Nevada) Big Dogs, Red Rock Resort, Las Vegas, NV

June 2-3, 2026 MPMCSA (Montana) Convention, Fairmont Resort, Fairmont, MT

June 15-17, 2026 WOMA (Washington) Convention, Suncadia Resort, Cle Elum, WA

July 12-14, 2026 OFA (Oregon) Conference, Sunriver Resort, Sunriver, OR

Aug 5-7, 2026 IPM&CSA (Idaho) Convention, Coeur d'Alene Resort, Coeur d'Alene, ID



**2026 WPMAEXPO KEYNOTE SPEAKER**

**TIM TEBOW**

Tim Tebow knows what it takes to lead with purpose under pressure. From championship locker rooms to the boardroom, he challenges leaders and teams to rethink success—not by what they achieve, but by the impact they create.

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**Petro Pete: How do rabbits travel? By hareplanes.**

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