



121 S. Pinckney St., Suite 300  
Madison, Wisconsin 53703  
Phone (608) 256-7555  
Toll-Free (888) 856-7555  
Fax (608) 256-7666  
[www.wpmca.org](http://www.wpmca.org)

## FOR IMMEDIATE RELEASE

Contact: Matt Hauser, President  
Wisconsin Petroleum Marketers & Convenience Store Association  
608-256-7555

### **WPMCA Goes to Bat Against Proposed Oil Franchise Tax, Educating Consumers and Legislators on Ramifications**

*Madison, Wis.* (March 30, 2009) – The Wisconsin Petroleum Marketers and Convenience Store Association (WPMCA) is pulling out all the stops to educate the public and state policy makers on the unwanted ramifications of the Oil Franchise Tax, which has been proposed to raise funds for transportation projects. Today WPMCA released two 60-second radio spots that will air statewide during the next month urging listeners to tell their legislators to oppose the Oil Franchise Tax.

Both ads spotlight experts' predictions that the Oil Franchise Tax may not actually tax the profits of "Big Oil." The tax will instead be passed on to local retailers and consumers. "Our members understand funds need to be raised for transportation infrastructure," said WPMCA president Matt Hauser. "These ads are not about whether the state needs money for road and highway projects—we know they do, our businesses depend on maintaining this type of infrastructure. But, we're confident there's a better way to raise the money than with a hidden tax that fluctuates with the price of motor vehicle fuel."

"Transportation infrastructure development is critical to Wisconsin's economy," continued Hauser. "It's so important that we shouldn't jeopardize it with a volatile and potentially unconstitutional funding source. Let's work together to find a better solution."

#### **About WPMCA**

WPMCA represents over 2,000 independent petroleum marketers, convenience store owners, truck stop and travel plaza operators, automotive oil change outlets and other automotive service providers throughout Wisconsin. These companies sell over 80 percent of the motor fuel and nearly all the farm fuel and heating oil sold in Wisconsin. For more information, go to [www.wpmca.org](http://www.wpmca.org).

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