

California Service
Station &
Automotive Repair
Association

1202 Grant Ave., Suite B1
Novato, CA 94945

CSSARA
AUTO\$ENSE

Issue 09.07

June 6, 2006

Phone: 415/ 892-1243 FAX: 415/ 892-4173

<http://www.cssara.org>

To be removed from our contact list, please call the CSSARA office.

**ENHANCED VAPOR RECOVERY
PHASE TWO**

As reported to you earlier this year, by April 1, 2009 all service stations with underground storage tanks will have to comply with the new EVR Phase II requirements. Meeting the deadline will be a challenge for gasoline station operators and owners, considering the large number of stations needing to be upgraded by a finite number of available contractors. This will affect those of you who own your land and improvements to the tune of some \$60,000 to \$65,000.

You can help CSSARA to help you by attending meetings dealing with the EVR Phase II at your local Air District when you receive notification. You need to voice your opinions loudly. CSSARA's Executive Director Dennis DeCota will be attending the Bay Area Air Quality Management District meeting on Tuesday, June 19th from 10:00 to 12:00 noon in San Francisco.

There are many issues that need to be addressed including the enforcement policy for non-compliance and possible incentives for early implementation. Please continue to read your Auto\$ense newsletter for further developments on this important issue.

IMPORTANT NOTICE TO CSSARA MEMBERS

Earlier this month we informed you about the Board's decision to raise CSSARA's membership dues. It is important that you have an organization such as CSSARA in place to represent your concerns. A good example of such issues is the new requirements for Enhanced Vapor Recovery. This takes time and energy in Sacramento as well as the aid of a professional lobbying group. Naturally, all of this costs money. On this one issue of EVR alone, we need proper representation right now or it will end up costing you \$60-\$65,000 to comply. There is no other voice out there but CSSARA speaking on your behalf. We thank you for your support of our decision. Please remit your dues as soon as possible.

THANK YOU, BOB

CSSARA member Bob Oyster has made a one-man stand demonstrating the unfair situation occurring between service station dealers and the major oil companies who supply them.

Bob set out to protest the high rents he is being charged at his San Francisco station located at 6th and Harrison. He raised the price of his gasoline to approximately \$4.33 per gallon. Bob felt that since Shell was basically causing his financial demise by charging him an exorbitant rent and DTW price, while forcing him to compete with company-subsidized MSO's, he needed to make a public statement. So he set his retail price to reflect the "normal" retail margin of 30% gross profit. Of course this got national attention. CSSARA's Executive Director was interviewed on CNN regarding Bob's issues, as well as many radio talk shows in places such as Toronto, Los Angeles, Sacramento, and National Public Radio (NPR). The attention that Bob brought to the issue was of great importance to all of us who are petroleum retailers and we owe Bob a debt of gratitude. We could not have bought and paid for this kind of publicity on this issue.

On his last day of operation of the 6th and Harrison station Bob dropped his price to just under \$3 a gallon to again drive home the point that the major oil companies' desire for profit and their ability to control the marketplace is costing consumers billions of dollars per year. These superpowers need government oversight. Naturally, consumers waited in lines for more than an hour and a half to save money at the pump. What consumers did not realize was that their savings represented the end of a man's 22-year business at that location. Bob exited the station, rather than go through what amounted to economic termination by Shell.

Bob's sacrifice to educate the public, the media and government to petroleum retailers' plight is to be admired. Thank you, Bob.